

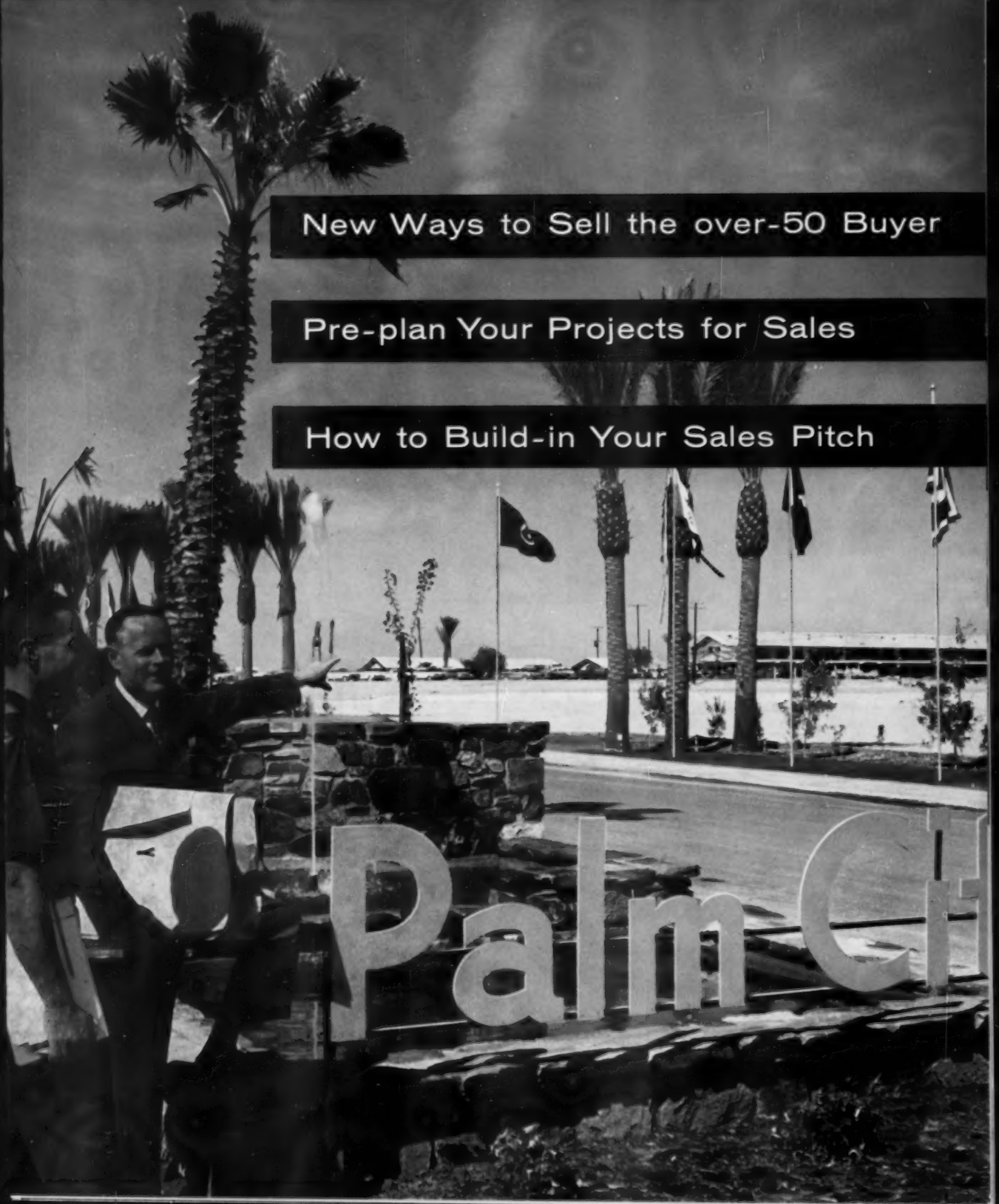
American Builder

June
1961

New Ways to Sell the over-50 Buyer

Pre-plan Your Projects for Sales

How to Build-in Your Sales Pitch



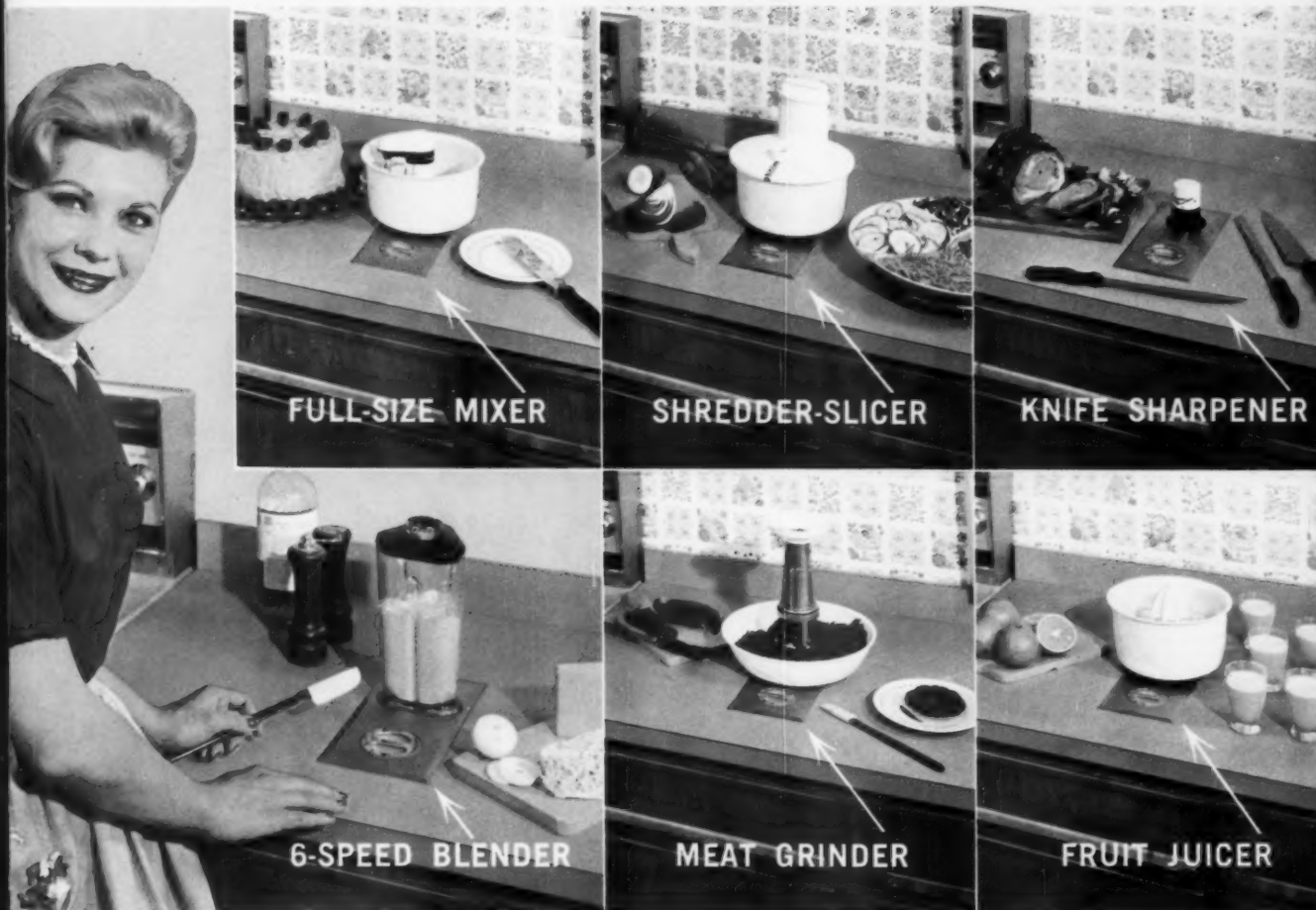


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— SEE NEXT PAGE —>

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Low-cost Luxury

... in Your "Custom" or "Budget" Kitchens!



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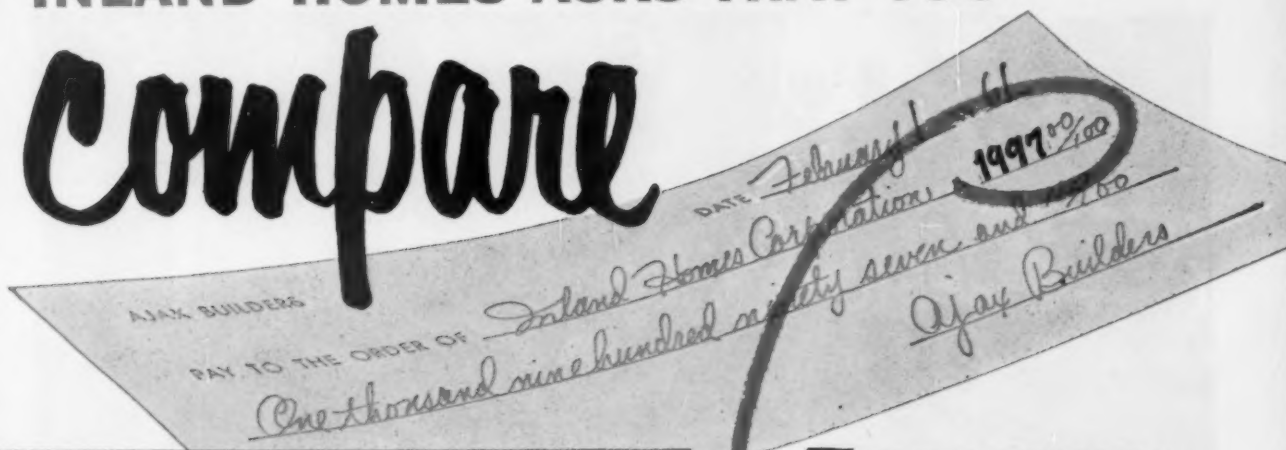
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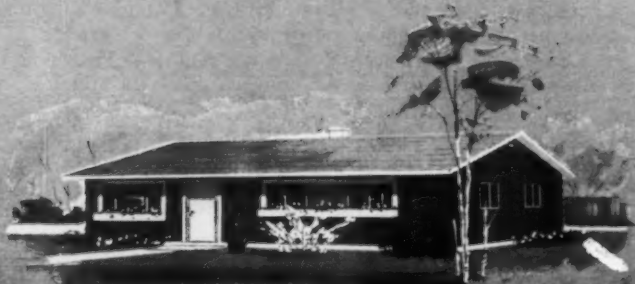
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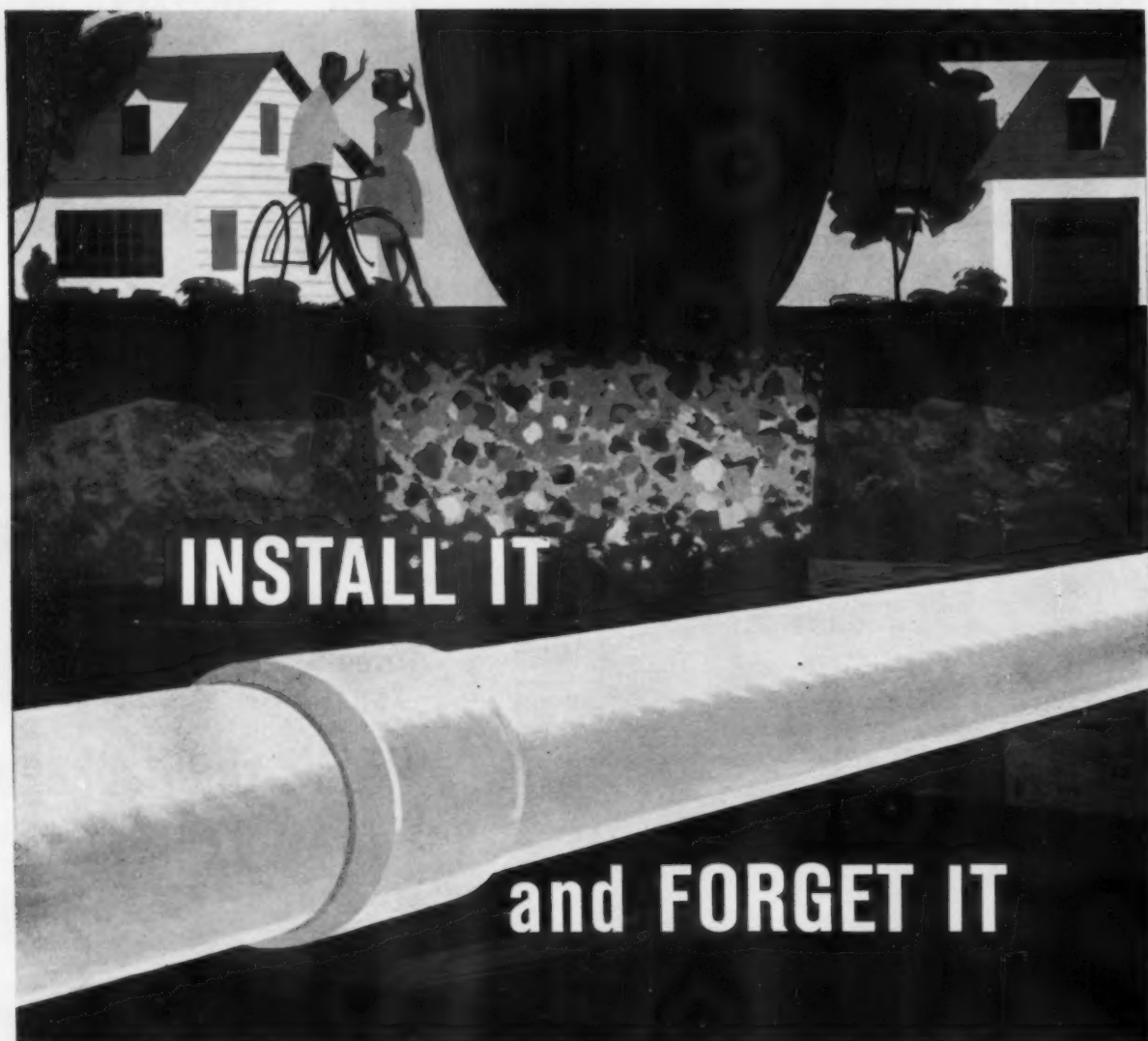
INLAND HOMES



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"K&M" Asbestos-Cement Building Sewer Pipe comes in 6½' and 13' lengths, in 4", 5" and 6" diameters. For more information, write to: Keasbey & Mattison Company, Ambler, Pa. Dept. P-3661.

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OPPORTUNITY

Give the 40-year mortgage a fair trial!

The arguments against 40-year mortgages now being made by money men and mortgage men sound very much to us like the ones used by these same groups who tried to kill the original FHA legislation.

They are using such terms as "unsound"—"irresponsible"—"self defeating"—and even "socialistic" about President Kennedy's proposal for a trial of the 40-year, no down payment idea.

We don't believe these charges. We've heard most of them before, although one new one has been added—that this measure would "weaken the market" for existing houses. So let's stop trying? AMERICAN BUILDER strongly urges that the 40-year mortgage proposal,—as well as other provisions of Kennedy's housing legislation, be given a prompt and fair trial.

Builders favor the 40-year mortgage proposal because it could be one more helpful means to reach the lower income home buyers. This must surely be the No. 1 objective of our industry today. Builders know that if they do not sell the low-income house market, public housing will fill that vacuum. Builders are vitally concerned: it's bread and butter business to them. The 40-year mortgage, by sharply reducing monthly payments, will bring low cost houses within reach of thousands of new buyers. To be specific, on a \$12,000 house, the 40-year mortgage reduces the monthly payments about \$6.00 under the 30-year term. Compared with a 25-year mortgage, the reduction is \$11.25 a month.

What are the arguments against the 40-year mortgage? Here are a few:

"It's an invitation to the buyer to walk out." No more than other mortgages, we think. The pride of ownership, the improvements he makes, are strong inducements to stay. Its been proven by FHA.

"The unpaid mortgage may exceed the

value of the house." Depends on circumstances—and the circumstances favor the 40-year mortgage. Economists believe that over the next 40 years there will be a continuing inflation of values at least equal to that of the past 40.

"Interest costs more." Of course it does, because the buyer has the use of the money longer. This is not a valid criticism: it would cost the buyer much less if he paid cash, or had a 5-year mortgage. But in those cases, he could not afford the house at all! If extending the interest period 10 years enables him to buy a house, it's a justifiable cost.

"Its unsound and irresponsible." Actual FHA experience shows that mortgages are paid off far ahead of maturity. The average for a long time was 8 years; it's slightly higher today. In any case, the important factor is *ability to pay the monthly charges*. The procedures in this respect are sound and well checked by experience.

The administration proposes a test period to determine whether the 40 year period is feasible. It's a trial worth taking, for the benefits easily outweigh the dangers. Who can lose? Certainly not the mortgage lenders, whose investments are protected by the insurance fund. Certainly not the home buyers, for they will be able to buy and pay for a house on monthly terms they can afford. Will the federal government lose? Not to any foreseeable extent. The insurance funds that guarantee the mortgages are contributed by the buyers themselves.

On the other side of the ledger, the benefits of trying out one more method to help the private enterprise builder serve the lowest income buyers of the nation cannot be questioned. The 40-year mortgage may also help to solve the problems of urban renewal and old age housing—both desperately in need of assistance.

Joseph B. Mason, Editor

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Quality does cost more . . . but quality sells houses!

As a builder, you know better than anyone in the building industry that visible quality sells houses faster. Naturally, quality costs more . . . but the sales appeal of quality is unmistakably a good investment for you.

For example, a Follansbee Terne roof may be more expensive than the roofing you are now using. But look at the sales appeal of a Terne roof!

A Terne roof will last longer than a lifetime

A Terne roof is colorful—and the owner can change its color any time he wishes

A Terne roof is distinctive—Terne can be applied in many different designs . . . in batten, standing or bermuda seams (like the roof pictured below.)

In other words, Follansbee Terne is quality in roofing. A Terne roof is sales appeal—on the outside of the house, where prospects see it and are drawn to it.

We would be happy to send you additional information about Follansbee Terne.



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Builder: A. Frank Woods, Lafayette, Indiana
Roofer: Rush Metal Products, Inc., Lafayette, Indiana



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Follansbee, West Virginia

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June 1961

New Trends in Home Financing—New York financial writer Edmour Germain analyzes recent moves in financial circles to solve the problems of low-cost, condominium, rehabilitation housing—concepts that will receive greater emphasis in the future13

The over-50 Market; It's Everywhere and Bigger Than Ever—Active retirees are the fastest growing group in need of new housing in the country. And building for them is not just confined to warmer climates. This report shows the opportunities for you and presents case histories of builders right in the middle of the retirement market79

Severin Sells a Way of Life—Within a week after its opening, 282 homes had been sold in California's Palm City. The success of Nels G. Severin's retirement community is the result of a carefully researched campaign geared to "over-fiftys"86

Hottest Selling Design in The Country—It's the high-rise ranch, piggy-back, or step-up—here's a version, by Segal Construction of New Jersey, which highlights a split-level entrance, eliminates long stair runs and offers more living space for the money90

How You Can Profit from Better Project Planning—What are you offering your potential buyers besides a house and a lot? Case histories show the value of planning ahead for everything from careful landscaping to a 18-hole golf course98

Swimming Pools: The Extra Splash That Sells—Experts predict that 70,000 pools will be in by the end of this year. Smart builders are designing pools right into their operations—from private indoor or outdoor units to Olympic-sized community types104

Build-in Your Salesmakers—More eloquent than words in clinching a sale is clever interior detail planning. From kitchen counter pass-thrus to a TV-Hi-Fi "wall" these extras pay big, cost little106

Look for Opportunities in Lakeside Living—Homebuilders John Janis and Vic Gross of Akron, Ohio, bought a condemned lake, dredged it out, created a beach, put up two and three-story apartments and found a goldmine in this "sidewise" venture112

Design Your Job for Safety—"Near miss" accidents on job sites are profit robbers. Noted safety engineer P. W. Logan shows how to plan safety control and prevent waste on your field operation114

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(Cover) Nels G. Severin (right) points toward the entrance of his retirement community. With him is Win Loftus, president of the Young Builders Council, Los Angeles. Scene is Severin's Palm City development.
(Photo by Douglas M. Simmonds)

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using new percussion carbide tipped Skil Core Bits!

There are plenty of good reasons why the Skil Roto-Hammer is sure to be the world's largest selling hammer again in 1961! But one of the foremost is Skil's new core bits.

These hollow core, percussion type carbide bits increase the range of the Model 726 Roto-Hammer from 1 1/8" up to 1 1/2" and the Model 736 from 2" up to a full 3 1/2"!

What's more, they drill right through stubborn steel reinforcing rods—an im-

possibility with solid carbide bits or star drills.

This means that the hammer that already drills masonry holes at the *lowest cost per hole* and with *lowest hammer maintenance*, has tremendous added versatility.

Ask your Skil distributor for a demonstration soon. Look under "Tools-Electric" in the Yellow Pages. Or write: Skil Corporation, Dept. 106E, 5033 Elston Avenue, Chicago 30, Illinois.



Skil Roto-Hammers combine power rotation with powerful hammering to drill holes in masonry (1/4" to 3 1/4") 5 to 6 times faster than ordinary electric hammers! Lowest maintenance—no springs to break.



... and SKILSAW POWER TOOLS

WHAT'S NEW *and what to do about it*

Outlook for Kennedy's omnibus housing bill good

At press time, the Senate had not shaped up its bill and the House housing committee was still holding hearings. But, Washington insiders predict the President will get just about everything he has asked for, as he has done with earlier domestic legislation. However, there will be some compromises. Here is the current thinking.

- **Home improvement loans at 6% for 25 years** will probably be accepted by Congress but terms may be reduced to 15 or 20 years and security safeguards such as a second-mortgage requirement may be imposed.
- **The 40-year, nothing-down mortgage** for moderate income families will probably go through despite heavy opposition from the financial community. The same applies to the related proposal to permit settlement of mortgage defaults with cash payments instead of debentures in urban renewal areas.
- **Proposal to indefinitely extend FHA's insuring authority** and remove dollar limit on the total of insured loans will probably get through. However, since Congress likes to look over the situation occasionally, it will be disposed to continue the specific term idea. Best guess is a four-year extension.
- **Federal insurance for condominiums** (see What's New, May, 1961) will be accepted in light of the very favorable experience with this type of housing in Puerto Rico by both local and stateside lenders.
- **Urban renewal program** that authorizes whopping \$2½ billion to be spent over the next four years will be whittled but will remain substantially larger than past expenditures in this field. The related direct-loan arrangement for families ineligible for public housing should pass without too much difficulty.
- **Public housing proposal** for another 100,000 units is in for trouble,—observers guess that it will be slashed to 50,000 units.

Rise in home ownership points up major problem

The number of American families who own their own homes has increased to 32,796,087 according to a recent report from the US Bureau of Census. This was an increase of 9.2 million from 1950. Significance: more than 3 out of 5 families now own homes—and some marketing experts say this represents 85% of the potential home buyers in the nation today.

Builders, lenders and real estate people must work together to develop a better program for trading-in old houses for new ones. Present systems are usually too risky for the builder—work only in a seller's market when demand is high. Until an improved system is devised, growth minded builders should concentrate on putting up better houses—good enough to make existing homeowners dissatisfied with the old house—or going after untapped markets such as retirement housing, apartments, vacation houses.

New shell houses use aluminum, plastic foam

Aluminum Company of America has jumped into the booming shell house market with announcement of a large prototype project in Florida. First model is a 24x28' shell with outer walls of aluminum faced panels. These are 1" thick and consist of a bonded "sandwich" of aluminum, plastic foam insulation and Masonite.

Major Realty Corporation plans to build 4,000 units—will market the shell homes in other states also. Prices start at \$2,950. They are designed for fast erection by carpenters using standard aluminum components including aluminum roof sections backed by plastic foam.

Top-flight architects and industrial designers have been working with

Continued ►

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is made of modern, dependable Steel



"It takes only two weeks to build a steel pool like this"

"We can install a steel pool in about half the usual pool construction time," says Mr. J. M. Johnson, president, Triple Johnson Company, Rumson, New Jersey. "The pools come in a kit, and we can assemble and install them in exactly the shape the customer wants *with no added work or expense*. It takes just five days to set the pool in place.

"We get the job done faster because the corrugated steel panels are so easy to work with. There's no hair-line excavating or difficult form fitting. Buyers love them too, because the panels clean easily and stay clean longer. No pores where dirt can collect or algae can breed. No cracks, no patching, no plastering and no liners to replace, ever. The steel in these pools gives builders and owners less trouble than any other material I know of."

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Pool shown designed and supplied by Coraloc Industries, Inc., New York, N. Y.

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United States Steel

WHAT'S NEW and what to do about it

Alcoa and Major Realty in developing the new shell structures. They will have a flexible arrangement so that sliding aluminum door and window sections may be substituted where desired.

Money rates slip, may drop farther

Reports from virtually every part of the nation indicate that the prevailing mortgage money rate has slipped to 5¾%. Iowan George Clarkson who heads the National Ass'n Real Estate Boards' committee on real estate economics summed up a recent survey of 216 communities by saying the easing in the mortgage market means greater flexibility in terms of major reductions in high equity loans and an average reduction in interests of ¼% to ½%—and there are "strong indications" that this situation will continue through June. Some observers think it may last longer.

Shop around for mortgage money. Don't take the first offer. If you want some concessions, ask for them. Money is in plentiful supply.

The suede shoe boys are back again

With the coming of good weather, the suede shoe boys are turning up in bigger numbers than ever before trying to cash in on the remodeling boom. While they cash-in and move on to new pickings, they leave in their wake a feeling of resentment and distrust for reliable local builders and remodeling contractors. Consensus of the established, successful remodelers is that there is only one sure way to fight the suede shoe gang: quality work at a fair price.

Other suggested ideas include making up a list of local, satisfied clients for distribution to prospects—"These people are the best advertising you have." Another says, "Always specify brand-name products starting with your sales approach. This helps build confidence. Finally, "join other quality remodelers in a local advertising campaign."

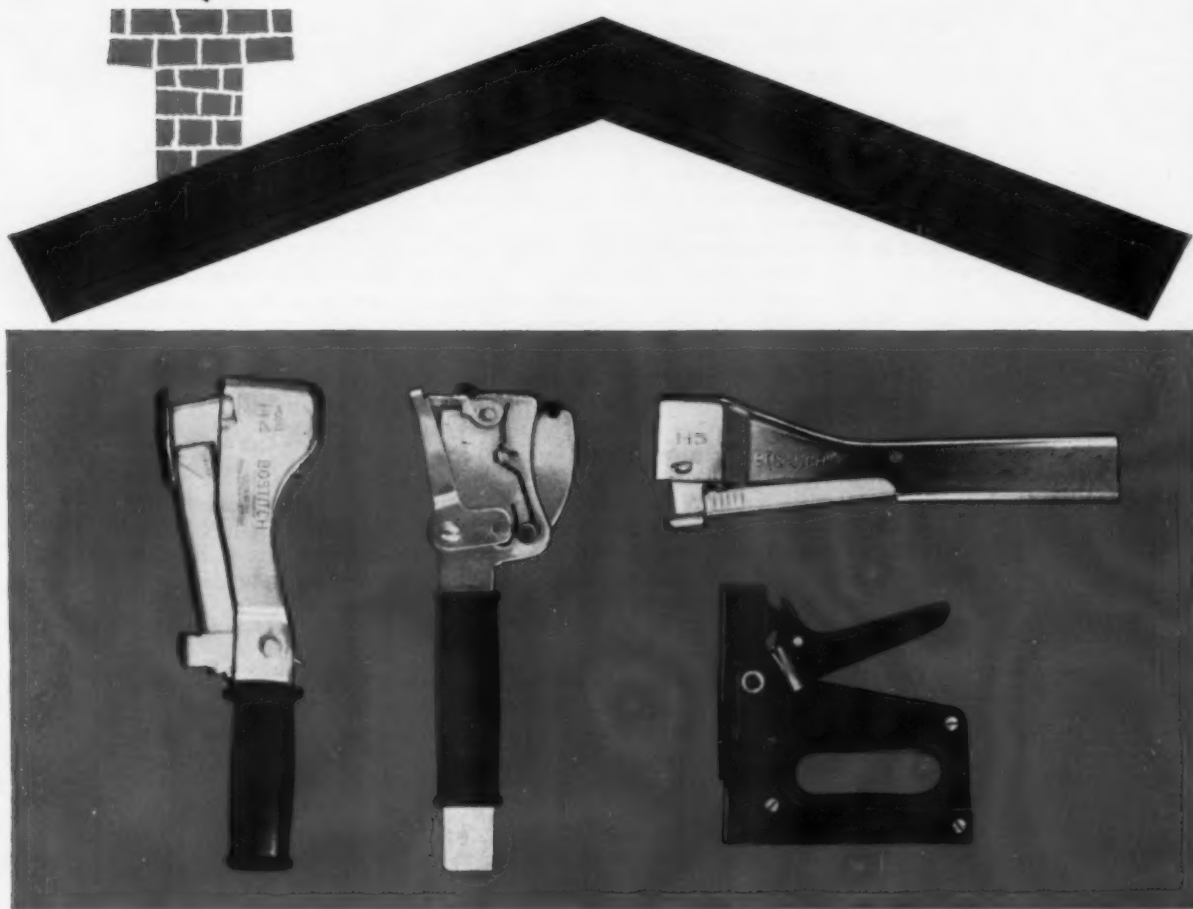
Biggest problem in building today?

Many are claiming it's builders—they are not doing the job they should or could. Here are three typical examples.

- **From Omaha** where a nationally-known panel of building experts discussed ways and means of cutting costs and selling better, one successful builder who knows the market intimately observed "the 90-man audience was a good one—no one left the meeting before it was over—but as usual the builders who needed information the most were too busy to attend."
- **From St. Louis** where the local HBA shopped 57 model homes on a recent Sunday comes a generally favorable report of merchandising efforts. But, there were several interesting statistics: only 16 salesmen asked for the prospects name; only 12 posted open hours; only 12 asked for the order and only 30 asked the prospects to return again.
- **In New Jersey** an AB editor visited two open houses only a mile apart on the same road. At the first one, the local police force had to handle traffic. At the second, there was only one parked car—the salesman's. At the first group the houses were nicely finished, furnished, landscaped. At the second, planks were laid across muddy lots in place of sidewalks, and the houses were devoid of furniture except for a cigar smoking salesman who wondered why his house was not pulling better.

In every market area there are still builders who are enjoying banner years. They are the ones who are offering something different, something better and something more. It's worth time and trouble to re-evaluate your operation if you're not going great guns. Look at every aspect and ask how it differs from what you or your competition was doing 3 or 4 years ago. If it isn't different, change it—but research your market first.

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AMERICAN BUILDER

CHANGE

New trends in home financing

The shift from suburban to urban; emphasis on low-cost and condominium housing; the 40-year mortgage—as seen by Edmour Germain, New York World-Telegram financial writer

Big changes are taking place both in demand for housing and in the methods of financing this demand.

The market for homes is shaping up differently from what it has been in two very important respects. In the more populous centers especially, interest is shifting strongly from suburban to urban living. Emphasis is being increasingly placed upon homes of modest dimensions and at prices within reach of low income buyers.

High priority on city housing

Government policy recognizes these trends but it did not originate them. The high priority given to urban renewal at Washington is based on recognition of the pressing need to replace obsolescence in housing in the big cities. Insistence upon the construction of low-priced homes is chiefly a reaction to the excessive concentration which has been placed on homes with luxury features.

To a very great extent, volume of housing construction in the future will depend on the success with which renters can be induced to become home owners.

Kennedy pushes 40-year mortgage

To encourage such a development, the Kennedy Administration is urging use of a no-down-payment 40-year-mortgage for the purchase of a relatively low-priced home. While many savings and loan associations and savings banks (the chief mortgage lenders) are not a bit happy over the prospect they may be expected to add such mortgages to their portfolios, there are others among them that regard this new financial instrument with more favor.

Against the objection that a very high degree of risk attaches to a mortgage of 40 years' duration, the proposition can be advanced that it is not necessary for the na-

tion's leading mortgage lending institutions to take risks at all. The fact that foreclosures and loan losses have been rare to the point of being practically non-existent might indicate that there has been too much insistence on safety in mortgage lending, especially in view of the availability of FHA and VA insurance.

Keep lending rates at near present levels

Also, the proposed 40-year mortgage opens up the prospect to the lending institutions of keeping mortgage lending rates at or near present levels while meeting government demands to step up the financing of middle-income housing. From a banker's view, it is important that lending charges be high enough to support an interest-dividend rate at a level attractive to savers. Otherwise, mortgage funds will dry up. The chief interest of the borrower, it must be remembered, is the size of the monthly payment on his home, a problem the proposed 40-year-mortgage is ideally suited to tackle.

In the same vein, the Administration is pushing for adoption of a 25-year home improvement loan. Some lending institutions are balking a little at this, too, but, as with the 40-year-mortgage, the likelihood is that some kind of compromise will probably be reached incorporating the thinking of both government and the banks and associations.

The truth of the matter is that a basis exists for some good hard negotiations on these questions which should be productive. Actually, regardless of maturity, the life of the average mortgage today is approaching 11 years. In the case of the 40-year-mortgage, life expectancy might be somewhat longer but, in any case, the banking community will certainly get the chance to review most sit-

continued

Will today's house outlive 40 years?

The answer is an unqualified YES, says Ralph Johnson, Director of NAHB's Research and Technical Division. Homes are built better than ever before—structurally sounder, tighter, longer lasting. Because of the enormous increase in technical knowledge of materials and methods, they will be completely comfortable and useable long after the 40-year mortgage has been paid.

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CHANGE

uations once or twice before the 40-year period expires. This likelihood would be increased with a compromise 35-year-mortgage. While most bankers might prefer a 15-year home improvement loan, the principle of a long-term loan for home improvements is gaining wide acceptance.

The pre-occupation of the lending institutions with the risk attached to any investment of their funds in these long-term mortgages and loans might conceivably be tempered by the willingness of the government to let these savings banks and associations continue to build up their reserves against losses with tax-free earnings.

High taxes impair S&L's ability

Higher taxes on their incomes—as now urged in some quarters—would only limit their ability to make high-risk loans on property and property improvements.

Unless the federal government is itself prepared and willing to undertake the job of financing home construction in the country, the savings banks and associations should not be taxed so heavily or unreasonably that their effectiveness as leading institutions is seriously impaired.

Many savings banks and associations at the present time feel—with some justice—that the FHA itself should take more initiative in insuring experimental housing. The savings banks in fact have charged that the agency now follows rather than leads in adapting to changes in the mortgage market. In savings and loan circles especially, there is growing interest in getting FHA to insure condominium mortgages which have proved so popular and successful in conventional lending in Puerto Rico.

Condominium concept on the upswing

With the strong trend toward urban living, more is going to be heard of condominiums in the future as this device permits purchase of an apartment in the city in much the same way a buyer can now easily acquire property in the country. A condominium differs from the cooperative in that the owner holds a deed to his apartment while the co-op holds the deed to its property.

With 17 million new housing units to be built over the coming decade, a great bulk of them apartments in huge urban redevelopment projects, the S&L's are seeking the same authority to invest in big multi-residence dwellings as the savings banks now have. Both to pool resources and to share risks,

S&L's and savings banks will be increasingly joining in participations, that is, syndicate arrangements for the heavy financing these and other big projects will require.

Use FHL bank credit to get outside money

A development which will be watched with interest is the current effort of the Federal Home Loan Bank Board to get the FHL Banks to use their great credit to obtain large sums from Wall Street at favorable terms to redistribute to member savings banks and associations for lending on housing at rates probably somewhat lower than now prevailing. After all, unless lending rates can be reduced this way, current charges will probably continue to prevail.

The fact that the commercial banks are showing more interest in mortgage lending again should mean that substantial additional funds will now be available for housing from this direction, too. In particular, the commercial banks are looking for opportunities to originate and service mortgages for pension funds and other long-term investors.

Bankers urge second-mortgage market

To a great extent, it is from commercial bank sources that strong demands are emanating at the present time for strengthening of the secondary market for conventional mortgages. Such a step, it is believed, would help assure a more even flow of mortgage credit by making conventional mortgages more attractive to investors who are not now in this market.

The mortgage market is entering a period of financial innovation and it will be to the best interest of lender and borrower to work hard at the job of making the various experiments work. This will call for a rare combination of enterprise with restraint and courage with prudence.

Here's the mortgage situation today

In the last decade, the nation's homeowners have paid close of \$70 billion on the principal (exclusive of interest) of their home mortgage debt.

Growing faster than repayments is the total home mortgage debt. Estimated 1960 debt was \$142 billion, over three times the \$45 billion outstanding in 1950.

Reflected here is residential building increase during the Fifties when housing soared to 12½ million units. In the past decade, debt-free non-farm homeowners rose from 23 million to 27½ million, an increase of 500,000 per year.

TOMORROW'S HOUSE



CLEAN, SIMPLE exterior reflects the uncomplicated floor plan of this house. Angled ramp leads to one of three entries.

New design stresses privacy

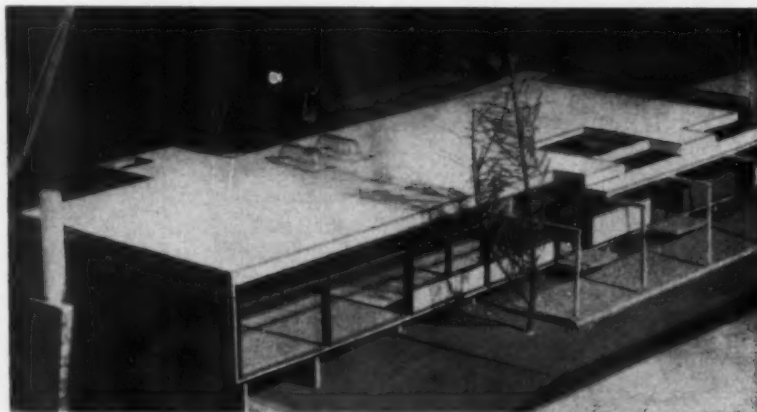
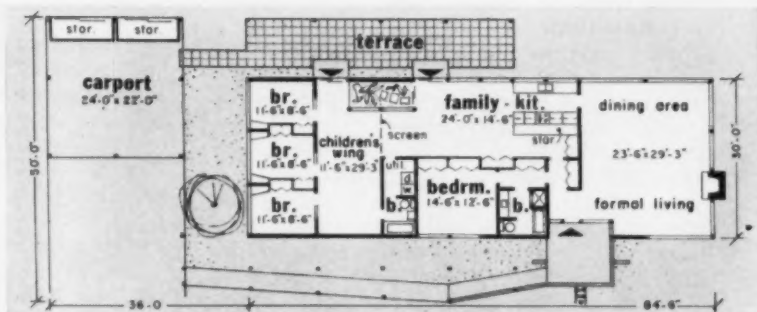
Design stresses privacy for each group within a family and keeps each one out of the other's hair

This house was designed according to an advanced concept which Oregon architect W. A. Wollander calls occupant zoning, and one, he feels, that will shape a great many future houses.

Essentially, this concept provides two separate zones for parents and children, in which each group can carry out its normal activities without interference from the other.

Generally, the two zones would be placed at opposite ends of the house with a joint-activity zone in between (floor plan, right). Parents' part would have, say, a master bedroom and bath, plus a large formal living room and a dining area. The children would have separate bedrooms, their own living room and a bathroom. The joint-activity, or family zone, would consist of a family living room plus kitchen and utility room. Other zones—for guests or in-laws—might also be included.

An important feature of this plan is that each zone has a separate exterior entrance, to minimize cross traffic.



REAR OF THE HOUSE sports a glass wall that runs the length of the family room. Two entries lead to family and children's zones. Roof opening (right) is for an atrium.

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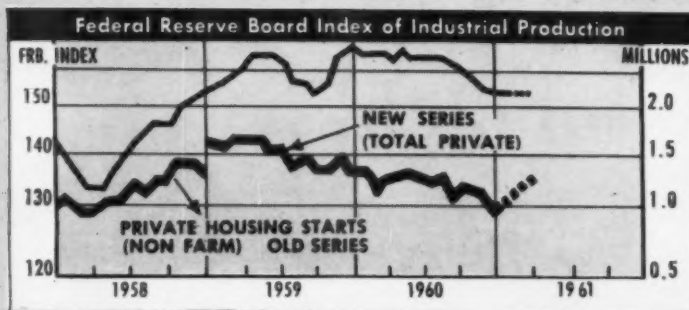
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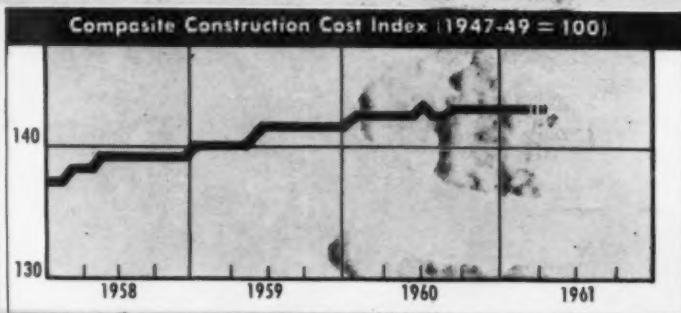
OUTLOOK

Statistics help you plan your business

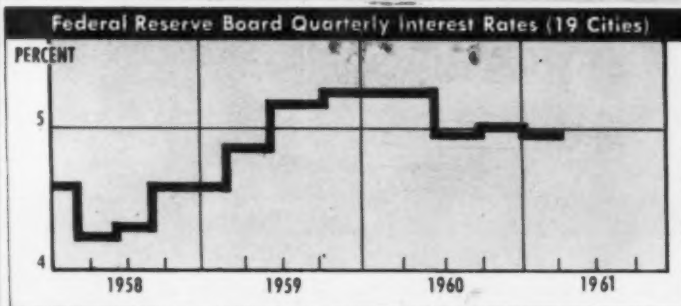
Housing starts trend indicates what the industry is doing on a nationwide basis. Larger metropolitan markets generally follow national trend. The FRB index curve normally lags behind starts—on both upswings and downswings. Most economists believe indications point to an upswing during the second quarter of '61.



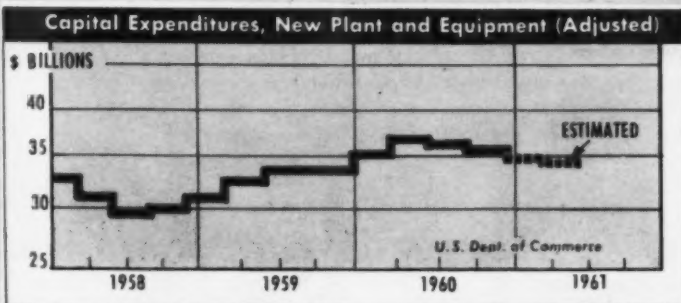
Capital expenditures for new plant and equipment compete with the homebuilding industry for available money. The rate of such expenditures generally lags behind housing starts by at least six months. Such expenditures are now holding about even, lending weight to the belief that starts will climb further.



Prime interest rates tend to lag behind the housing starts cycle and act to depress starts as interest rates climb, bolster them as interest rates fall. Economists don't think it likely that prime interest rates will go much lower than at present—an indication that the starts curve has "bottomed out."



Construction costs don't always go up; they fluctuate—as this chart shows. They tend to climb as starts trend upward, but make their biggest swings in coincidence with expenditures for new plant and equipment. Recent cost stability, and even slight declines, indicated that housing was poised for an upswing.



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Franklin P. Taylor (right), Vice President, Sales, Buffalo Crushed Stone Company, a Unit of Houdaille, Bowmansville, N. Y., with Wayne Ross, his Dodge representative.

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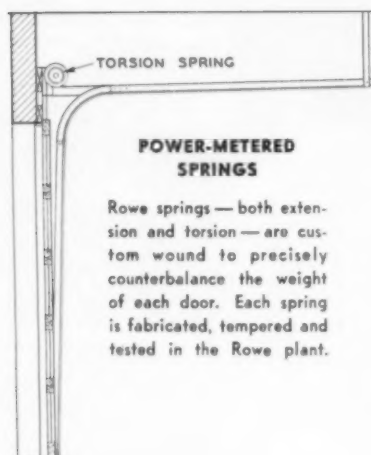
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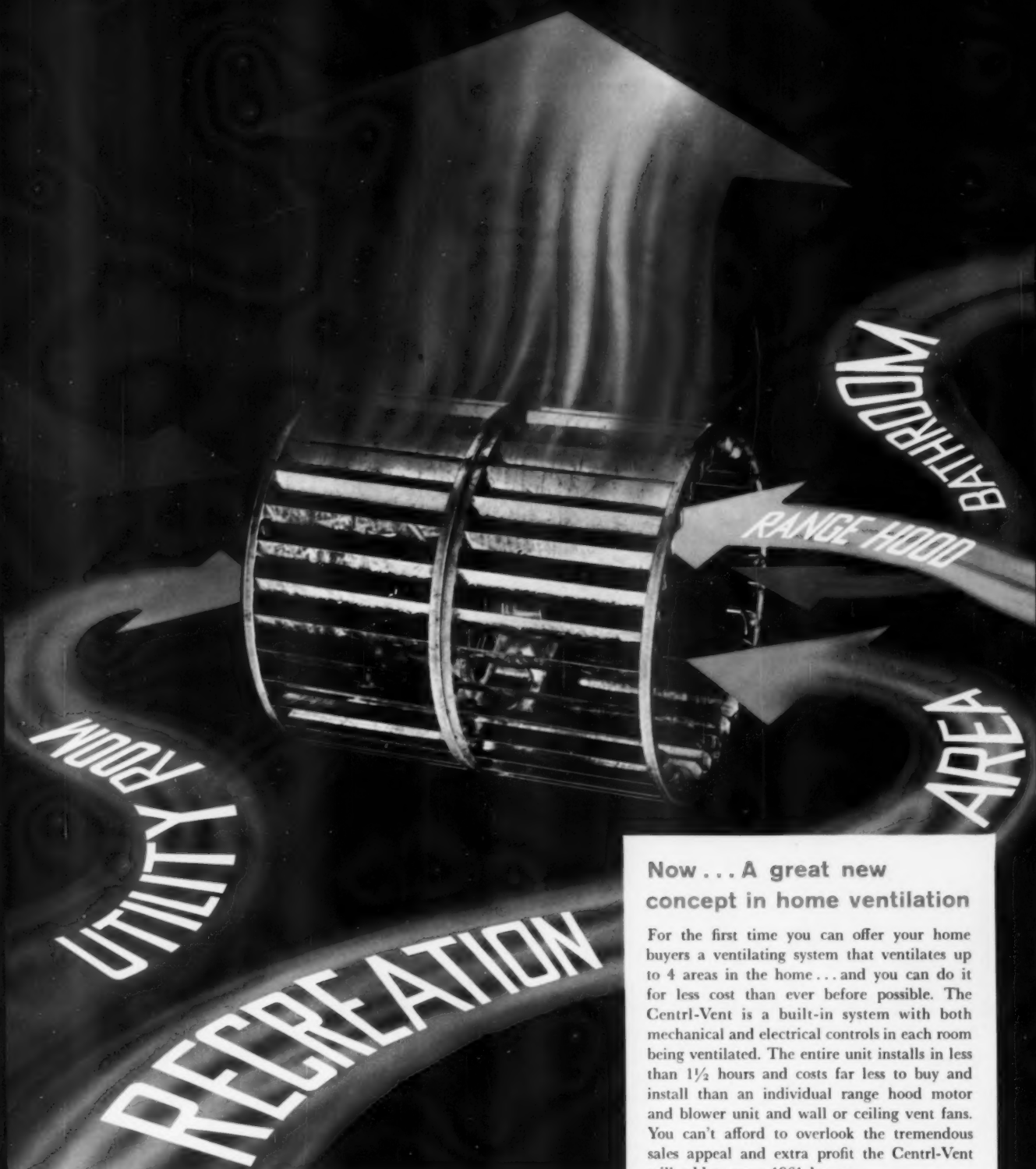
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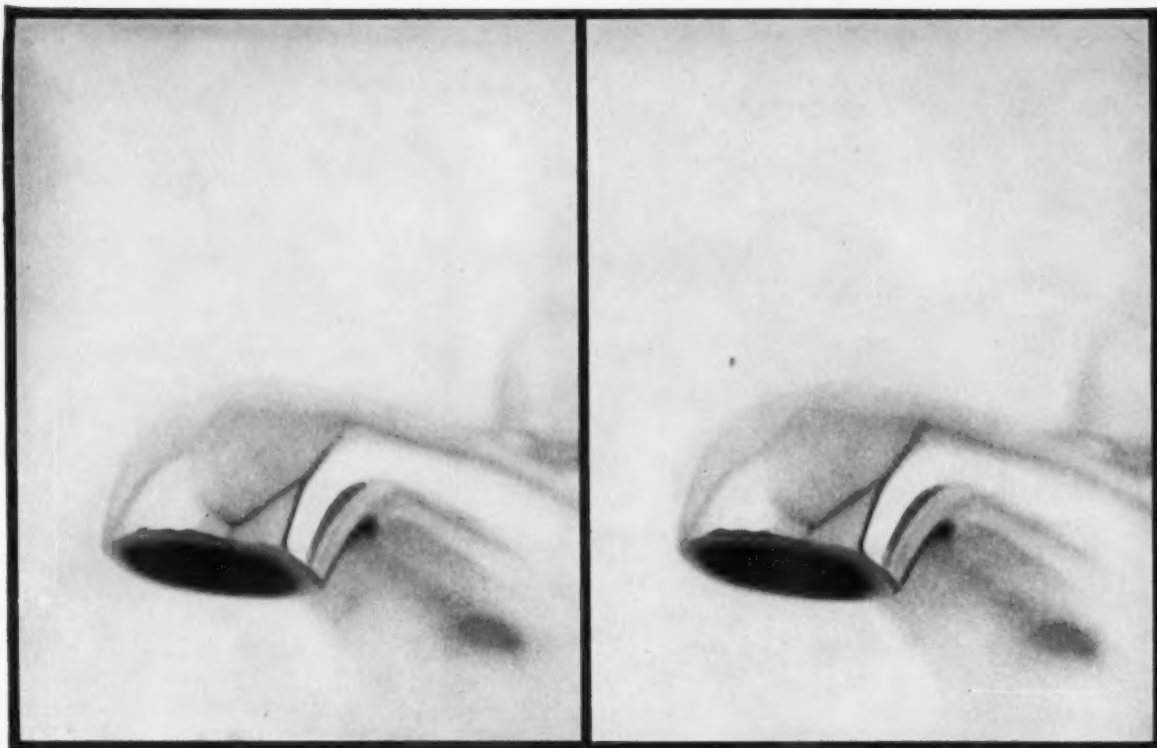
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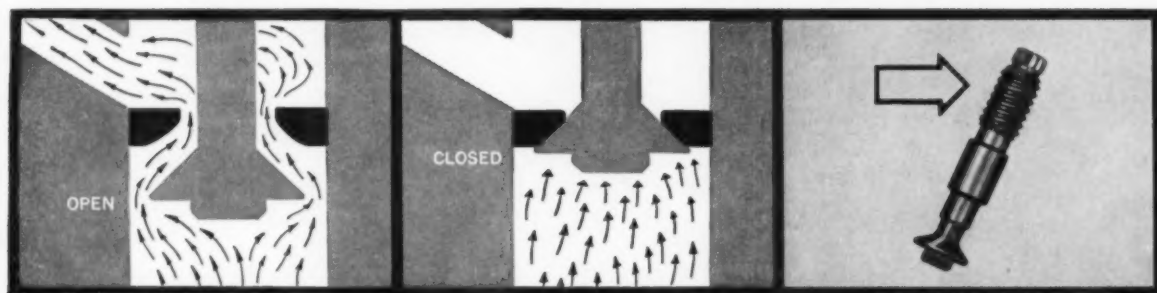
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An exclusive Dial-ese control inside the Crane drip-proof faucet (left, above)

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Custom Double Oven JC28; JH96 Hood, with Sensi-Temp Control; JP86 Cooktop.

General Electric's new built-in ranges for 1961



The mark of quality your customers recognize.

New Hoods . . . with Eye-Hi Control System, Color-Matched Panel. Now there are three General Electric hoods for '61 . . . two of them with surface unit controls that line up at eye-level with oven controls—to form a handsome, coordinated cooking center. News, too: smart-looking removable Mix-or-Match color inserts that let hood control panel blend or contrast with the rest of the unit. (Hood colors: Coppertone or Aluminum).

Shown above—the Deluxe ventilating hood with the added feature of a **SENSI-TEMP*** dial to regulate the new 3,200-watt ultra high speed **SENSI-TEMP** unit, of the sister surface plate. Note, too, the deluxe piano-key-type push buttons . . . the switches that control the fluorescent lamp and a powerful new fan.

New "Dinner Dial" Oven Controls. Here's a feature your customers will really go for. General Electric's exclusive new "Dinner Dial" controls on the new Custom oven line. Easiest-to-use oven controls of all, there are two sets of Dinner Dials on the double-oven models.

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Close-up of Dinner Dials.



The new Sensi-Temp automatic surface unit is faster than ever for 1961!

Ready Set GLOW! General Electric's 3,200-watt Sensi-Temp surface unit brings 2 cups of water to a boil in 130 seconds! Now there's almost instant heat on the new ultra high speed Sensi-Temp unit. Here's all the heat food can use, combined with the most accurate automatic control on any range—so that high . . . or low . . . the heat holds evenly . . . with slim chances of scorching, burning, or boil-over.

The new Sensi-Temp's three-coil control allows this automatic unit to be used as a 4, 6 or 8-inch unit. No wasted heat, ever. No wasted time "pot-watching"

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Wonderful Sensi-Temp. Accurate Sensi-Temp. With the high, fast heat that proves General Electric has the range of the year!

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Great combinations in General Electric ovens, cooktops and hoods

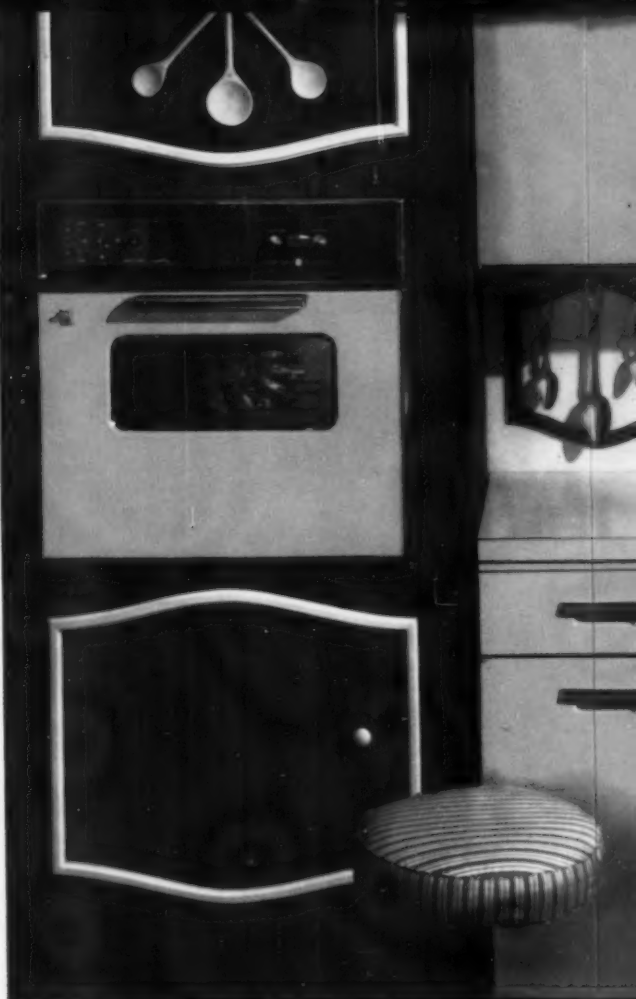
Custom-styled or Deluxe, in glowing Mix-or-Match colors, there's a General Electric built-in range combination, a type control, to suit every customer need. And remember that this year, there are *three* models of exhaust-fan hoods to choose from.

Here's a sampling of models in various combinations. Notice the new features: Dinner Dials, a combination surface unit-exhaust hood unit, Eye-Hi Controls, ultra high speed Sensi-Temp, wide-opening ovens, grey oven liners in *all* ovens, larger tinted see-through windows, wonderful new cleanability. And, of course, such popular General Electric features as an automatic rotisserie that barbecues a 20 lb. roast, and the built-in meat thermometer which sounds a buzzer when meat is ready.

For more information, plus specifications and plans for installations shown, write: Range Department, General Electric Company, Building 2, Appliance Park, Louisville 1, Kentucky.

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1 Single Custom Oven JC12, Cooktop JP84 with remote controls on Hood J

2 Deluxe Double Oven JD24; Cooktop JP85, with remote control.



3



ood JH94

1

Single Custom oven featuring Eye-Hi Dinner Dials, with removable control knobs that make the glass-faced control panel easy to wipe clean. Chrome trim on side of doors for extra elegance. Deluxe cooktop has four Calrod® units (one is new 3,000-watt unit). Push-button controls for cooktop are mounted at Eye-Hi level on hood. Hood has incandescent lamp, quiet-running centrifugal exhaust fan. Top or rear exhaust. Integral dampers.

2

Deluxe double-oven with new, larger, see-through window, tinted to conceal oven interior when oven is not illuminated. Grey oven liner and attractive control panel. Cooktop has four Calrod® units with the remote control mounted within easy reach.

3

The low-priced oven-cooktop-hood combination in the General Electric line—but look at the eye (and buy) appeal! Single Deluxe oven. Cooktop with sink rim design and two six-inch, two eight-inch units. Hood in Coppertone or Aluminum with top exhaust and fan switch and incandescent light switch mounted at eye level. Powerful exhaust fan moves 47% more air than last year's model. Cabinets throughout are by General Electric.

3 Deluxe Oven JD12, Cooktop JP76, Hood JH92



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and smart...
the new-idea
Mark 27

*Custom-built look, but so
easy to install*

Inspiration for decorators . . . that's the smart and versatile Mark 27, the compact range with high-style adaptability. Fits between or alongside cabinets, and even in island installations. The handsome, handy recessed top continues to make news; builders like its unique, easy-installation features . . . only one unit to install, one control to connect. Space requirements are only 27" in width, 24" in depth. Saves you space, time and labor for sure!

And, of course, the Mark 27 boasts these famous General Electric pride-and-joys: big-capacity oven, removable oven door, focused heat broiler, automatic oven timer, Minute Timer and push-button controls. A whole range of decorator Mix-or-Match colors, plus white and coppertone.



*The mark of quality your
customers recognize*

Special all-in-one model: The Mark 27 pictured at lower right is the new all-in-one version *you* asked for . . . the easiest of all for you to install. This is the JM61, with the controls on the range itself. Just slide this range into position and connect. It's as easy as that.



Model JM66



Above, Model JM66



Below, Model JM61

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one sid
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*Trademark

Ra

Cleanability-plus

General Electric's self-cleaning, swing-up Calrod® units now have Tilt-Lock hinges—so they'll *stay* up while other parts are being cleaned. The reflector pans are removable, and a brand-new one-piece, removable trim ring can be lifted off and washed at the sink.



The removable oven door, as well as "arms-length" oven depth, make oven cleaning easy . . . especially easy because General Electric features a smooth oven liner . . . no "seams" or cracks where grease or dirt can hide. "Starlight Grey" oven liner and the tinted window conceal the interior when the oven light is off. With a lick and a promise General Electric ovens, cooktops and hoods stay beautiful as new.



All this and Partio Cart, too

Here's one of the greatest sales promotion ideas since the patio itself. The Partio Cart® is a complete outdoor cooking center on wheels. It's an electric range on one side, a charcoal barbecue on the other . . . a serving bar on top and on both sides. There's even a gay umbrella (optional) to top it off. Rolls easily on four rubber-tired wheels. A Partio Cart, on patio, porch or terrace of your model home, is a real attention getter!

Trademark of General Electric Co.



Progress Is Our Most Important Product

GENERAL  ELECTRIC



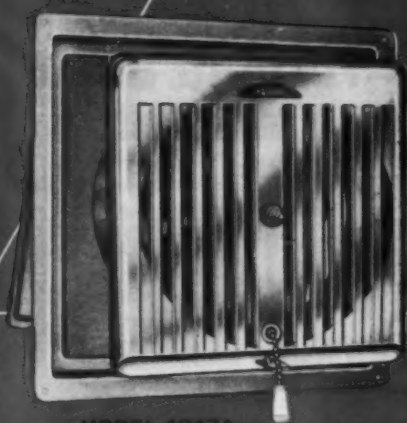
Range Department, General Electric Company, Building 2, Appliance Park, Louisville 1, Kentucky.



Before you buy... Check into Fasco Ventilation



MODEL 850A



MODEL 1047A



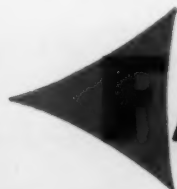
MODEL 800A

**BEST VENTILATION
FROM EVERY ANGLE
... for the installer and
the user**

Builders look at home ventilation from many angles, and Fasco comes out first on every consideration. Fasco units are designed with the installer and user in mind—easy and economical to install, rugged and dependable for trouble-free service, styled to please.

With Fasco you get ventilating units at their best. They meet and exceed the rigid Home Ventilating Institute standards which guarantee good ventilation to fit every specific room need.

From the versatile Model 650-A (most widely used bathroom ventilator in the industry) to the new 800-A (with super-powered 8" impeller for use in most difficult ventilating jobs), this line spells value and performance for builder and user. Check it for yourself today.



Styled to please... Designed to perform
FASCO INDUSTRIES, INC., ROCHESTER 2, N. Y.

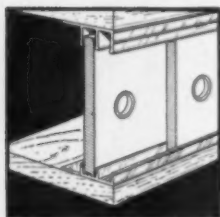


The right track to greater sales... **FOLDING & SLIDING DOOR**

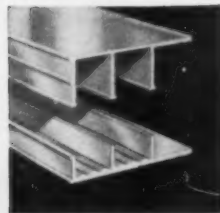


For any size cabinet—any panel material . .

m-d Aluma-Slide **SLIDING DOOR TRACK SET**



Panels glide easily on special supporting ridges of lower track.



For 1/8-, 1/4-, 3/8-, 1/2- or 3/4-in. sliding panels of plywood, hardboard, perforated panels and glass.

Comes in natural Alacrome finish and 3 permanent anodized finishes—Albras, Albright and Anodized Satin that won't rust or tarnish. Enhances the appearance of any cabinet.

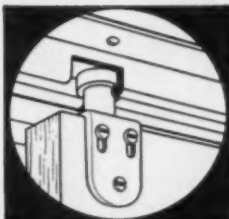
Installs Easily... Requires No Special Tools

Aluma-Slide can be used wherever cabinets are needed . . . throughout the home, office or shop. In tubular packaged sets of 3-, 4-, 5-, 6- and 8-ft. lengths, with holes drilled, screws and instructions.



For folding doors of any type . . .

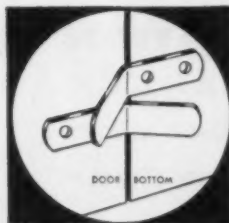
m-d FOLDING DOOR HARDWARE



OPERATES SMOOTHLY
with silent nylon bearing
gliding in top quality extruded aluminum track.

Ideal for 4-panel or 2-panel full or half size interior doors of any thickness. For closets, wardrobes, dens, bars, room dividers, etc. Gives full access to closets . . . yet saves floor and wall space.

Comes in completely packaged sets for 2-, 2½-, 3-, 4-, 5- and 6-ft. openings, ready to install.



PERFECT DOOR ALIGNMENT

With M-D door guide, doors snug together when closed and will not creep open. No bottom track needed.

BUILDERS

See your leading hardware, lumber or building supply dealer for M-D products!

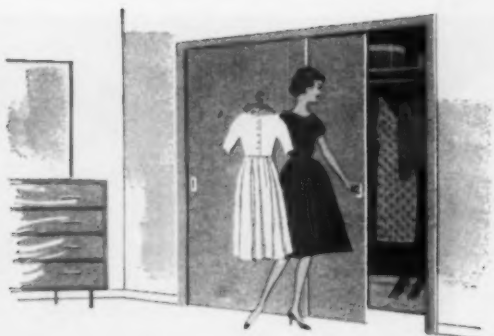
DEALERS

Order today! Your order shipped promptly! All M-D products are fast sellers, nationally advertised.

HARDWARE

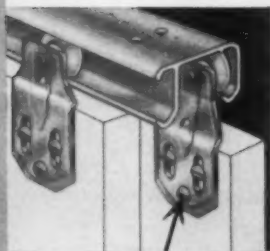


md QUALITY
is the difference
THAT HELPS YOU
MAKE MORE SALES

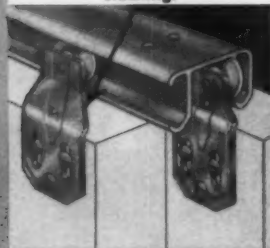


For quiet, efficient operation . . .

md OT-400 Reversible SLIDING DOOR HARDWARE with easy-to-install features!



USE SAME HANGERS FOR
BOTH $\frac{3}{4}$ " and $1\frac{1}{4}$ " DOORS
Simplifies ordering and
stocking.



Installation saves time
... cuts costs. Hangers
are quickly attached to
doors because of a
built-in guide on each
hanger which automati-
cally positions it for
proper alignment.
Sturdy extruded alumi-
num track designed with
built-in-no-jump feature.
Cadmium steel hangers
have silent nylon wheels.

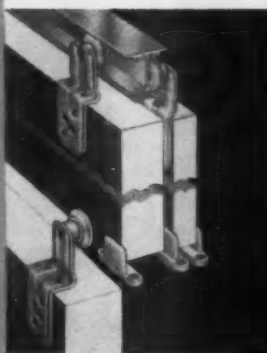
Comes in Poly Tubular Package

Set includes track, hang-
ers, guides, screws and
instructions. Packaged
in 3-, 4-, 5-, 6- and 8-ft.
lengths. Please specify
OT-400 REVERSIBLE!



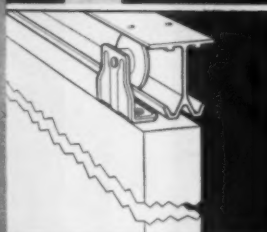
Meets today's quality-economy needs!

md OT-200 Overhead Type SLIDING DOOR HARDWARE . For $\frac{3}{4}$ ", $1\frac{1}{8}$ " and $1\frac{3}{4}$ " By-Passing Doors



Extra-sturdy extruded
aluminum track and
hangers. Built-in no-jump
track feature. Noiseless,
lifetime nylon wheels.
Plastic door guides. All
instructions and screws
furnished. Hardware for
each door thickness is
individually boxed.

WALL POCKET HARDWARE



Shown here is Hanger
TH-2 and Guide No. 13,
made especially for
Wall Pocket Doors.
Packed 2 hangers and
1 guide to envelope,
plus screws for hangers,
guide and track.








MACKLANBURG-DUNCAN CO.

BOX 1197 • OKLAHOMA CITY 1, OKLAHOMA



WALLS OF GENUINE CEDAR BRING THEM IN TO BUY



Cedar shingles and shakes on the walls of your homes do much more than add texture and dimension—they show that you care about quality.  For cedar is the genuine. It adds stature and customer appeal regardless of architectural style. To assure complete versatility, shingles of several types are available— the traditional sawn variety, the modern squared-and-rebuted, the smooth sanded-faced... or shingles  that have been processed into machine-grooved shakes. All are available natural, primed or factory-colored,  as you prefer. Properly applied, they add two thicknesses of Nature's most insulative wood  at the lowest applied cost of any genuine wall material on the market. Send for, "The House of Cedar."  This colorful folder gives complete application details for new construction and remodelling. Then join the profitable trend to quality—with exterior walls of genuine cedar shingles and shakes. 

CEDAR GIVES YOU AN EDGE

RED CEDAR SHINGLE BUREAU



5510 White Building, Seattle 1, Wash.
550 Burrard Street, Vancouver 1, B. C.



Tappan 'Fabulous 400'—low cost to buy and to install
—no special cutouts or cabinetry required!

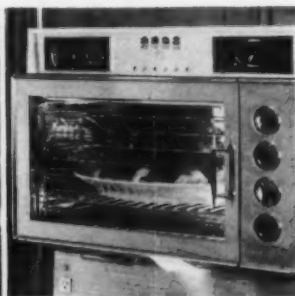
2 terrific new **TAPPAN** products



Two built-in exhaust fans mean the '400' is self-vented. Slide it into the planned space, and presto! Looks completely built-in without built-in installation problems.



Set it on a base cabinet—hang it on the wall. Always looks built-in. Thermostatically controlled element. Back elements hide-away. Brushed chrome finish for lifetime beauty.



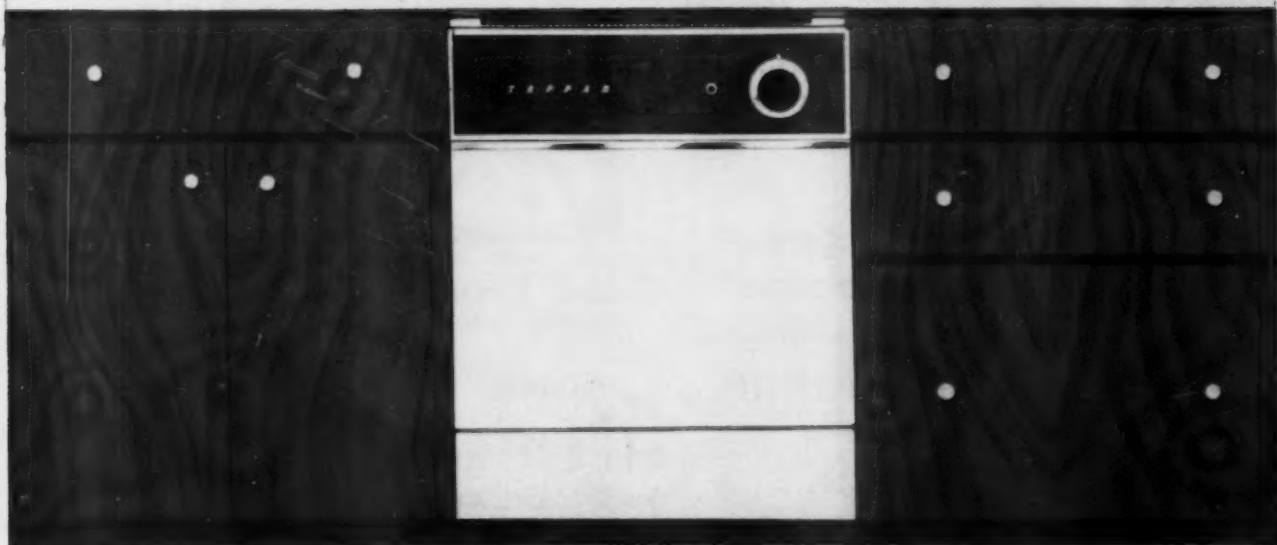
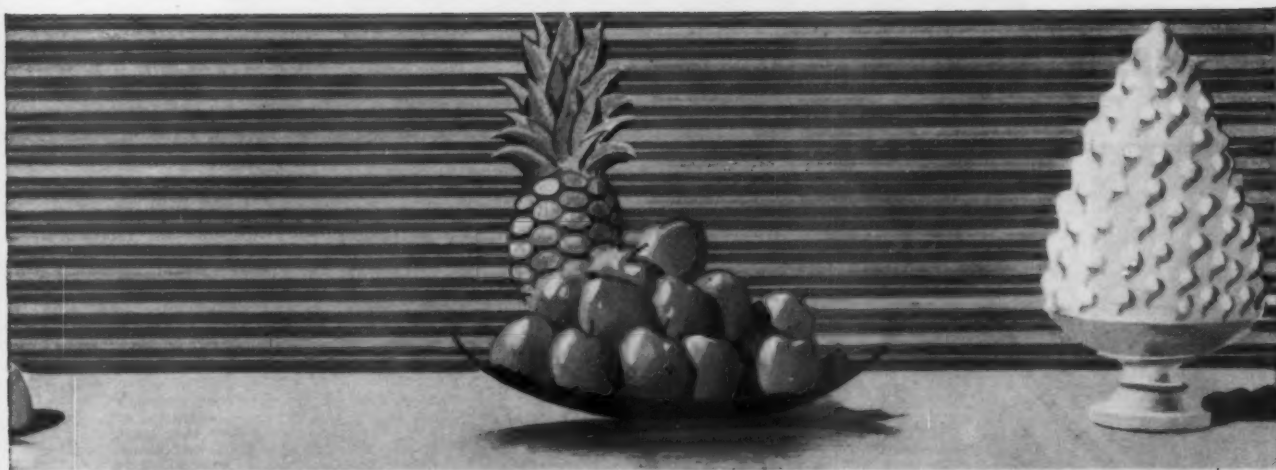
Big, chrome-lined oven. Fully automatic clock, temperature, Roastmeater control plus rotisserie. Easy to clean. A Tappan really helps sell houses!

SAVE \$166

	Save*
Single conduit connection	\$ 25.00
No separate vent or hood	50.00
No countertop covering	20.00
No oven cabinet needed	45.00
Labor saving	26.00
	\$166.00

*Savings approximate

AMERICAN BUILDER

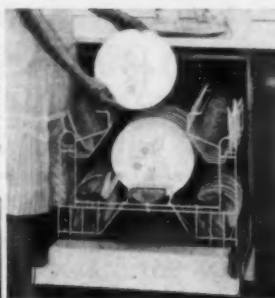


**New QUIET Tappan Dishwasher. Quickly, easily installed.
Features matching, interchangeable color front panels!**

... both with the built-in look

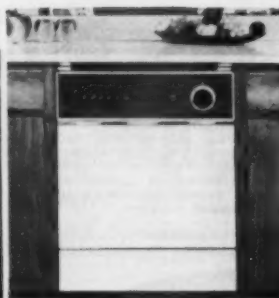


It's quiet, conversationally quiet! No propellers or noisy motors to grunt, grind and squeal. Makes no more noise than a new refrigerator. Dual Drench two-way washing and drying action.



Casual loading ease—so simple a child can do it. Holds 12-place setting.* No pre-rinsing required. Automatic cycle control, positive dry control.

*NEMA Standard



Easy service—all work done from front. New roll impeller and pump remove as a single unit. No need to pull machine out ever. And this dishwasher is manufactured and backed by Tappan.

The Tappan Company
Dept. AB-6-1, Mansfield, Ohio

Please supply me with complete specification, installation and model information on Tappan:

- ☐ Built-in gas ranges
- ☐ Built-in electric ranges
- ☐ Electronic ranges
- ☐ Built-in refrigerators
- ☐ Built-in dishwashers
- ☐ The 'Fabulous 400' and the 'Debutante 400'

Name _____

Address _____

City _____ Zone _____

State _____

**NEW FROM
REPCO:**

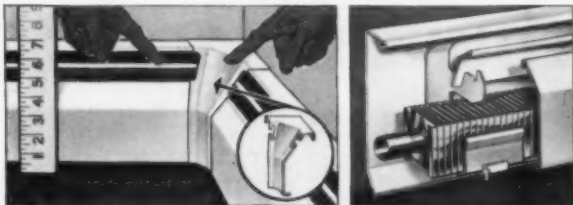


**SMALLEST
BASEBOARD
IN THE BUSINESS**

—ONLY 7 INCHES HIGH
with same BTU output as much larger units

This new REPCO baseboard radiation gives more BTU's per inch of height than you get anywhere else in the industry. Our secret is in design—a unique slit-damper included in every length without extra cost, putting the price of REPCO baseboard 10 to 15% under major competition.

You'll find REPCO the easiest-to-install baseboard you've ever used (see below). Available in lengths from 2 to 20 feet, assembled or knockdown.



Compact design and 100% shutoff accomplished by new REPCO slit-damper. White baked enamel finish, wax-free to allow color change. Exclusive new tab-fitting method makes all fittings snug in a jiffy without screws.

Strong box-fin element, easy to handle, fool-proof in installation. Brackets and glide sleeves at convenient intervals assure gentle, silent support.



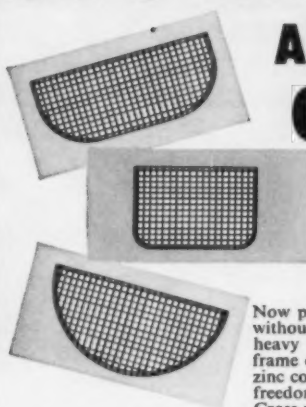
Write for full information, including name and address of your nearest REPCO representative or wholesaler.

REPCO

GENERAL-REPUBLIC HEATING PRODUCTS
7400 State Road, Philadelphia 36, Pa.

Manufacturers of a complete line of hydronic heating equipment

SPC Lux-Right AREAWALL GUARDS

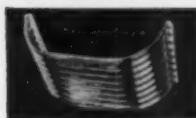


- All Styles and Sizes
- Instant Installation
- Universally Adaptable for Most Makes of Areawalls

Now protection from open areawalls without loss of light. Constructed of heavy cross weave steel wire on a frame of rolled bar steel. Hot dipped zinc coated after fabrication to insure freedom from rust and corrosion. Cross weave construction lets light in,

keeps debris out. Easily supports the weight of playing children, adults and lawn equipment. Just seconds to install, fits most makes of areawalls.

SPC deep AREAWALLS



SPC does its own deep corrugation for greater strength. SPC adds roll top edges for complete safety. SPC heavy galvanizing protects against rust and corrosion. The original areawall still sets the pace. All standard sizes and styles. Three grades to choose from.

Write for full information on Areawalls and Guards

Saint Paul Corrugating Co.

South End Wabasha Bridge, St. Paul 7, Minnesota

HELP! US HELP YOU ...
HELP! THE POST OFFICE ...
HELP! THE POST OFFICE
HELP YOU ...

This magazine is cooperating with the Post Office Department to achieve economical, efficient and fast delivery of your magazines. Please do your part by telling us what your postal zone is—if you have one. If you don't know, ask your letter carrier.

ALWAYS SHOW ZONE NUMBER
when RENEWING
ORDERING
WRITING ABOUT
SUBSCRIPTIONS

"GOOD IDEA" COUPON (clip and mail)
AMERICAN BUILDER

BOX 961 BRISTOL, CONN.

PLEASE ADD MY POSTAL ZONE

NAME

ADDRESS

CITY ZONE STATE

AMERICAN BUILDER

IBI RATED
R2.06
INSULATION BOARD INSTITUTE

UNDER STUCCO, BRICK OR WOOD, QUALITY BUILDERS USE SHEATHING, AND ... THIS IS THE SHEATHING THAT INSULATES

That's the difference between one sheathing material and another. Insulation board is the one that insulates. In fact, insulation board sheathing meets F.H.A. minimum requirements without supplementary wall insulation.

Now the Insulation Board Institute has established a precise rating system (see chart). Soon these ratings will be stamped on every sheet manufactured by our fourteen member firms. Watch for the "IBI Rated" seal.

Got time for three fast facts? (1) Insulation board sheathing is strong—up to five times as strong as horizontal lumber sheathing! (2) Insulation board requires 50% less labor than lumber sheathing—and involves at least 10% less waste. (3) Insulation board weighs less than half as much as gypsum sheathing.

HEAT RESISTANCE RATINGS (R)	
IBI RATED INSULATION BOARD SHEATHING (25/32 IN.)	R 2.06
IBI RATED INSULATION BOARD SHEATHING (1/2 IN.)	R 1.32
LUMBER (NOM. 1 IN.)	R 0.98
GYPSUM (1/2 IN.)	R 0.45
PLYWOOD (5/16 IN.)	R 0.39

Write for the new booklet, "How to Save with Sheathing."

IBI INSULATION BOARD INSTITUTE

111 West Washington St., Chicago 2, Illinois

“He must be a
quality builder—
he uses Hotpoint”



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSAL® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

Home buyers often judge the construction of a home (which they don't know much about) by the quality of the appliances they find in the kitchen (which they know quite a bit about).

They know, for example, that Hotpoint has been famous for quality flameless appliances for over 55 years. Hotpoint invented the electric range, pioneered the first practical automatic dishwasher, and was the first major manufacturer to offer built-in ovens and surface units.

To millions of people, Hotpoint means quality appliances — and quality homes. Cash in on this fine reputation, and let Hotpoint help sell the quality of your homes.



Only Hotpoint offers so many quality built-ins for homes in every price range

NEW Hotpoint Bi-Level Ovens

- Two ovens in the width of one—fits in 24" wide cabinet.
- Roast-Right Thermometer, Rota-Grill Rotisserie.
- Doors remove for easy cleaning.
- 9 models in 7 finishes for 30" and 24" cabinets.

NEW Hotpoint Surface Section has faster than gas burner

- Tests show new Super-Matic 3200-watt Calrod burner boils water faster than fastest gas burner found on any stove made for home use today.
- New control tower has appliance outlet.
- Flameless for cooler, cleaner, safer cooking.
- 5 models in 7 finishes for 30" and 24" cabinets.

NEW Hotpoint Dishwasher has dual jet-spray washing action

- Separate washing rotor for each rack.
- 4 separate washing cycles.
- 2 cushion-coated Roll-R-Racks hold twelve 6-piece settings plus silver.
- All installation connections can be made from front.
- 3 models (24") in 7 finishes in natural wood.



MODEL RF37-B

NEW Hotpoint Slide-In Range offers deluxe cooking at big savings

- Slides into counter, yet looks like a built-in.
- Saves on original cost, cabinets, installation.
- Twin control towers for oven, surface burners.
- Giant automatic oven has lift-off door.
- 3 models in 7 finishes for 30" and 24" openings.



NEW Hotpoint Glass-Lined Water Heater

- 10-year tank warranty.
- Extra-thick insulation.
- Flameless safe, no pilot light to go out.
- Installs without flue.
- Available in round or table-top models.



MODEL MB65-B

NEW Hotpoint Switch-Top Disposal Food Waste Disposer

- Jam-free, pulverizes bones, rinds, corncobs.
- Can be used with septic tanks and catch basins.
- 2 models available.

Tests conducted by A. J. Boynton and Co. under A.G.A. and N.E.M.A. standards.

One 3200-watt Super-Matic burner included on model shown



Hotpoint

A Division of General Electric Company, Chicago 44, Illinois



INCREASE YOUR PROFITS WITH THESE ADVANTAGES

- One piece tops up to 12' long with no costly butt joints required
- "U" or "L" top extensions up to 51" without seams
- Two full 25½" seamless tops by splitting 51" panel width
- 12' panels economically yield 3, 4, 5, 6, 7, 8 and 9 foot lengths

93-B



Look under Plastics
in the Yellow Pages
of your Telephone
directory.



Consoweld Corporation, Dept. AB-61
Wisconsin Rapids, Wisconsin

Please send me a free Consoweld Builder Kit and the name of my
nearest Consoweld dealer.

Your Name _____

Company _____

Address _____

City _____ Zone _____ State _____

WESTERN NEWS

Term Building Market in Portland Balanced

Metropolitan Portland has a well-balanced housing market—probably one of the most stable in the nation, a recent survey shows. The results were compiled in a house-to-house, block-by-block survey of the area under the leadership of the Portland Home Builders' Association.

Figures show there were 1,533 unoccupied new homes either under construction or ready for occupancy.

Of this total, 542 homes were complete, ready to be sold. An additional

540 were in various construction stages and had the foundation.

The remaining 451 were sold, but had not been occupied. Most of these were custom jobs which had been pre-sold by the builders.

Used homes up for sale totaled 2,758. Only 568 of these were vacant at the time the survey was made.

Other data was collected during the survey regarding estimated price of the house, how many stories, basement and non-basement, and so on.

Find Formula To Figure Kitchen Counter Space

A formula to give builders an easier way to figure work-counter space for any type kitchen grouping has been developed by the Small Homes Council. It is available from the council for \$2.50. Ask for proceedings of the 16th Annual Short Course.

San Diego Tops Big Cities In Household Increase

San Diego led the nation's big cities in rate of increase in number of households during the 1950's. It had a 67.3% increase. Dallas and Atlanta followed with 57.5%.



Unique Meter Placement Feature of Subdivision

By mounting meters so they can be read from outside the homes, water meter reading time has been cut in half at Centex Construction Company's Elk Grove Village Development near Chicago.

All homes now built have Rockwell Sealed Register meters installed in the crawl space. They are set at 45° for easy reading through a glass block in the foundation.

Gas meters, mounted in garage, also can be read from the outside.

Building Experts to Speak At Pacific Coast Conference

Dr. Robert Weaver, head of the Federal Housing and Home Finance Agency, and scores of experts including AB editor J. B. Mason will be featured at the annual Pacific Coast Builders Conference scheduled for June 6 to 8 in San Francisco.

Hundreds of Southern California and national building materials and furnishings manufacturers are expected to exhibit at the meeting.

Panel sessions slated are: Sales and Merchandising; Special Panel for Small Volume Builders; New Methods and Materials; Land Development, Plans.

Launch Plans for \$885,000 Development in Tacoma

A new, 131½-acre, \$885,000 residential subdivision at Mount Tahoma Meadows is being planned by Elvin E. Evans and Andrew J. Burkhart. The Washington State tract—tagged the first major housing development in South Tacoma in years—will contain 59 building sites.

Plans for Million-Plus Subdivision Announced

Plans for a multi-million dollar subdivision of custom-built homes near Denver has been announced by Werner Livingston, Denver home builder and real estate man, and Howard Farkas, a certified public accountant.

The builders will seek to annex the land by the city of Aurora before they proceed with building.

Livingston said the land-involving 140 acres—will accommodate about 400 homes, and when completed, the area will resemble a Hilltop or Crestmoor-type development. Plans also call for planting some 4,000 trees, and for swimming facilities and elaborate landscaping. The mountains can be seen from the development.

California Student Awarded Scholarship by Trades Union

James W. Oates, 17, Sherman Oaks, Calif., has been awarded the first Harry C. Bates Merit Scholarship, President John J. Murphy of the Bricklayers, Masons, and Plasterers' International Union recently announced. The scholarship—\$1,500.

Siding Company Adds Research Unit

The Wil Chaussee Siding Co., Inc., Bellevue, Wash., one of the nation's largest siding application firms, has added a research division.

Named technical director was F. D. Roberts, a licensed professional engineer and, for many years, a consultant

to the wood products industry.

According to Wil Chaussee, president of the firm, the new addition has been created to satisfy a fast-developing need for new techniques, tools, and materials throughout the entire home building industry.

SELECTED WESTERN HOUSE



VIEW FROM LIVING room towards entrance hall shows how native stone, mahogany walls and sheet iron of circular fire-

place hood were combined to produce an effect of rugged sophistication. Ceiling trough lights add drama.



"Excellent blending of

Builder: Denton Development

Location: San Antonio

Price: \$27,500

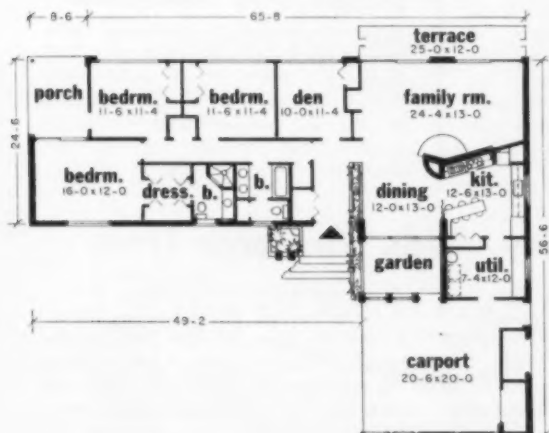
Area: 1,952 sq ft

Architects: Hesson & May

Two features impressed our judges when they checked the photographs and floor plans of this house; the natural way various materials blended with one another to bring out the intrinsic qualities of each and the open plan of its main rooms where activities pivot around a circular fireplace. A built-in garden was also a "plus" and helped to further a feeling of indoor-

outdoor living so prevalent throughout the house.

Viewers on opening day liked the convenient location of carport, utility room and kitchen, each opening into one another and so helpful to a busy housewife. They also commented on the privacy afforded the bedroom wing which can be shut off from the main activity rooms and main traffic areas.



Screens of wood add decorative note and help shield windows

photographers: Zintgraf



STONE PLANTER continues into house to separate dining room and foyer.

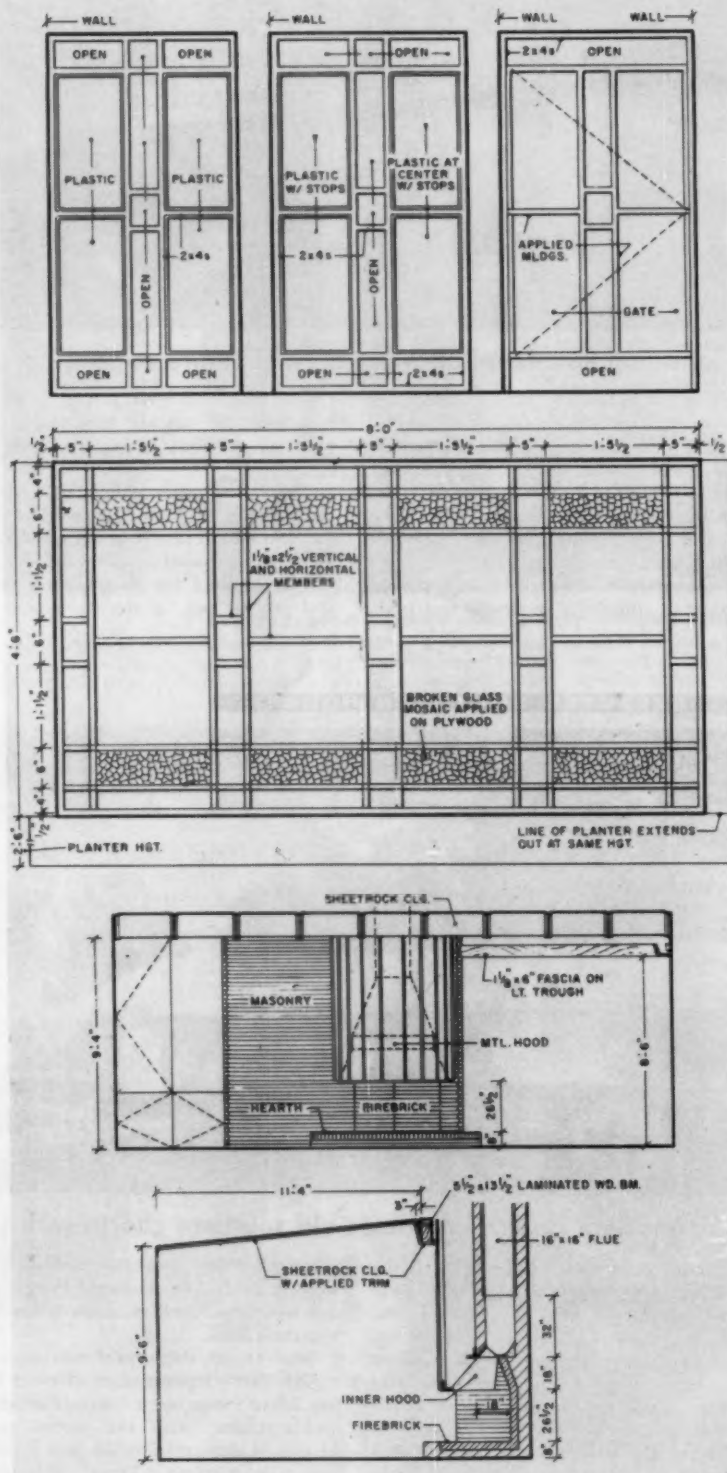
materials"

Quality products—appliances, General Electric; heating and air-conditioning, Coleman; flooring, Armstrong Cork Co.; insulation, Baldwin-Ehret-Hill; plumbing fixtures, Kohler; hardware, Schlage; windows, Reynolds Aluminum; paints, Longhorn; TV, stereo equipment, RCA Victor; sliding glass doors, Bathroom accessories, Hallmark-Coronado; doors, Cadda Door & Veneer Co.; kitchen hood, Rangaire, Roberts Mfg. Co.; ceramic tile, Monarch Tile Co.; built-up roof, Mission City Roofing Co. Carpet, Cabin Crafts Mills "Vanguard"; terrace, Cardelli Terrace Co.; built-in barbecue, Majestic Co.; exterior post light, Colman.



on entrance side of house

HOUSE OF THE MONTH DETAIL PLATE



SELECTED NORTHERN HOUSE



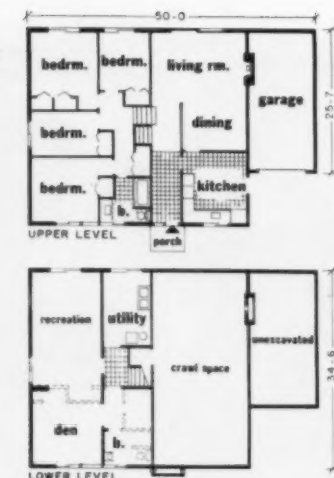
Canadian split-level allows plenty of future expansion on lower level

From up across the border comes this winner in AMERICAN BUILDER'S contest, the product of one of Canada's most progressive firms. G. S. Shipp & Son, Ltd. combines the functions of land owner, developer and builder and has been house building for the past thirty-five years.

The house shown here is a masterpiece of simplicity in design and plan.

Clean lines and well placed windows highlight the outside appearance; its plan is without a square inch of clutter.

The living room area is well out of traffic lanes and conveniently placed for indoor or outdoor entertaining. For family snacks the kitchen has plenty of room for setting up a table and opens out, under a protective



roof, to the garage. Four bedrooms and a bath fill the rest of the upper plan.

Though it is partially excavated, the lower level offers room for a recreation room, den, bath and a laundry-utility room. In addition, there's floor space for bulk storage. Large windows keep these areas bright and well-ventilated. Shipp averages 150 houses a year; in 1959 totaled 255 units.

SELECTED SOUTHERN HOUSE



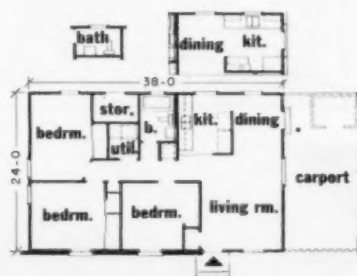
This modern design combines old southern charm with up-to-date planning

"Even Yankees are welcome" was the builder's keynote when this house was first opened by Atlanta's Stoland, Inc. to the public. And well it might be, for in appearance and plan, it offers a wealth of good living for those who yearn for a bit of nostalgia in a jet-propelled world.

From the street, brick, dark-painted shakes and sparkling white trim fairly

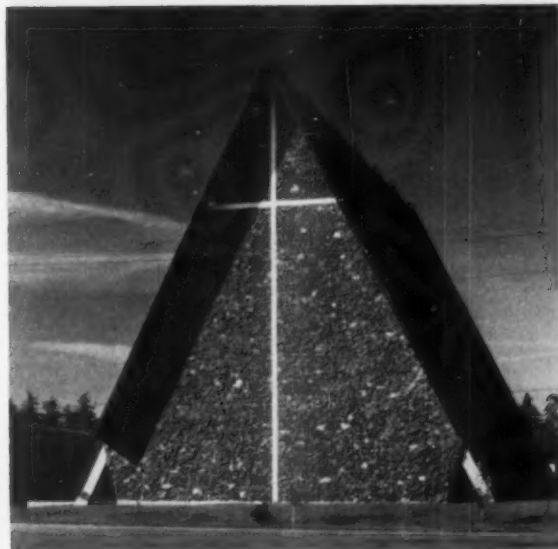
sing under the heavy eaves of its low-sloping roof. The diamond lattice, tying windows together, adds a further romantic look.

Once inside, the appeal continues in a plan that's a paragon of efficient living. Main rooms open into one another and combine, with the merest semblance of demarcation, to join a pullman-type kitchen. Three bedrooms,



each with oversized closets, open out into a short hall with direct access to bath and utility room. An alternate arrangement of dining room and kitchen is offered prospective buyers along with a second bathroom in place of the outside storage area. Alternate kitchen, shown above main house plan, has a door leading directly from the outside, cutting house traffic.

SPECIAL WESTERN SECTION



Natural materials augment simple lines

Natural stone gable end and cedar shake roof add dramatically to contemporary A-frame lines. Basic framing is of glue-lam beams, which have metal capping running exposed up roof slope.



Exposed beams, wood ceiling give interior warmth

Glue-lam beams (7x19 1/2"), plus exposed 3x6 T&G sheathing give warm, spacious look. Lighting fixtures are worked into the channel-iron bracing of the roof. Seating capacity: 500.

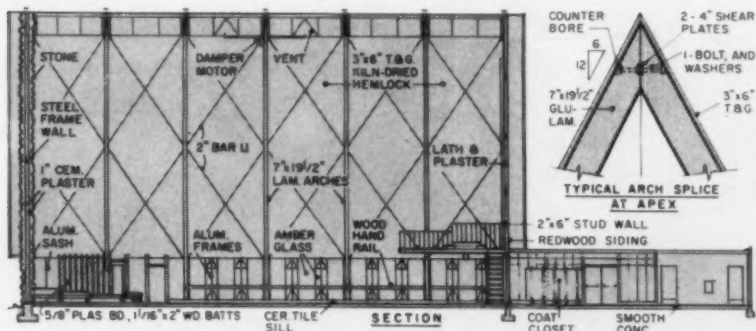
A-frame ideal for church design

An important builders' nonresidential market is small-church construction. This field has been booming for the past 15 years, will continue to do so for another five. Shown here is Seattle's

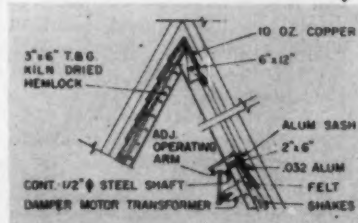
Broadview Luther Memorial Church. In its tasteful combination of modern design and natural materials, it's typical of the current trend in church architecture. Cost: \$100,000.

WHAT

HOW



Architects: Steinhart, Theriault & Anderson



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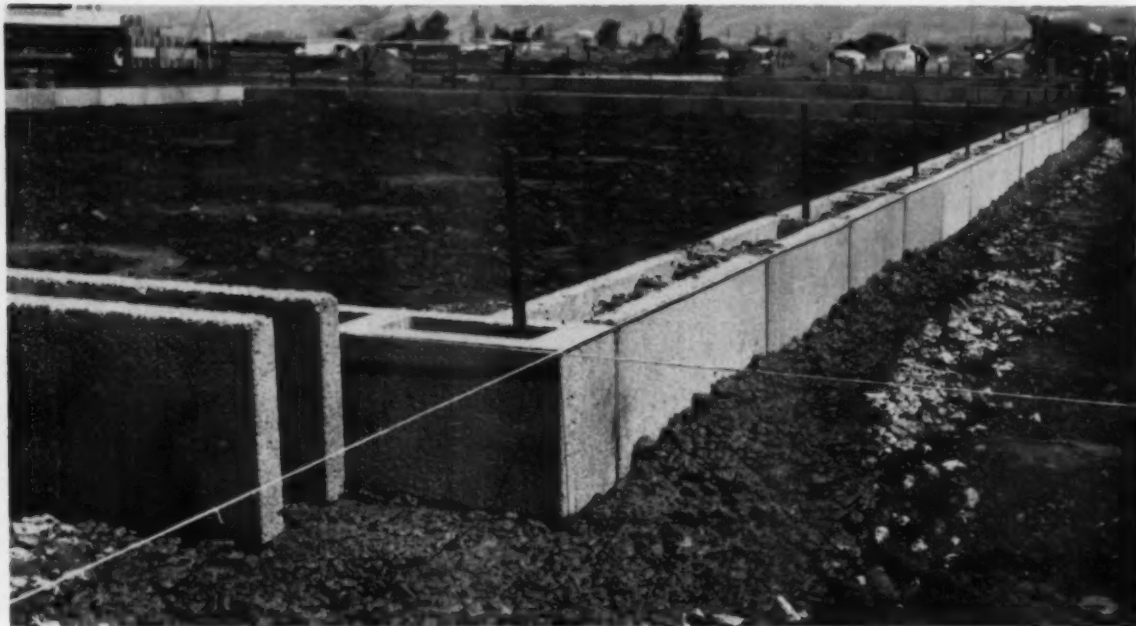
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SPECIAL WESTERN SECTION



SPECIALLY DESIGNED concrete blocks do away with foundation forms, achieve a neat, fast job. System saves money, too.

Open-end blocks speed foundation work

Here's a time-saving foundation system that eliminates form work, gives a solid, level and plumb foundation, eliminates blocking between piers and floor. Developers report it saves \$50 to \$90 a house.

The system works as follows:

(1) Foundation is laid out and footing trenches are dug. Holes are also dug for piers.

(2) Grade stakes are set, lines are strung and reinforcing bars are laid in the trenches.

(3) Concrete is poured into the trenches and pier holes, while the mason starts laying special open-end blocks to the line (right). He pushes them about 1" into the concrete.

(4) After first course is set, lines are strung across the foundation. Pier blocks (8x8x8") are set to lines.

(5) A 1/2" reinforcing rod 22" long is placed vertically in each pier. (The number of vertical rods in walls depends on local codes.)

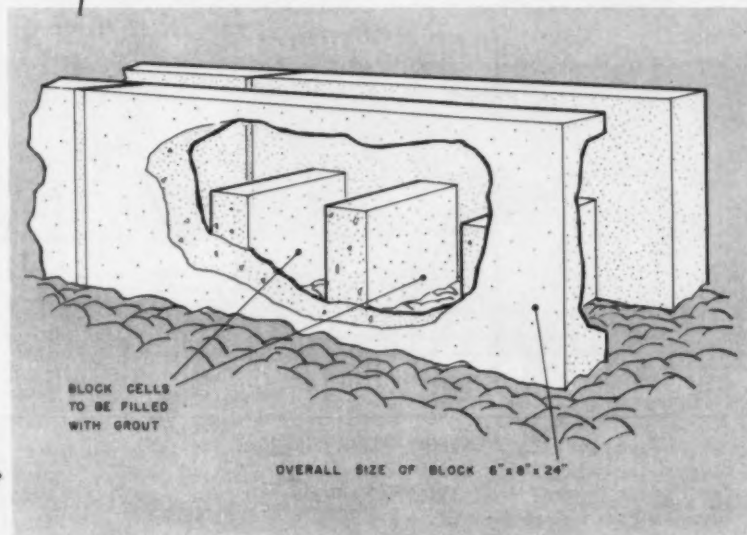
(6) Second course of blocks is laid on full mortar bed and reinforced.

(7) Wall and piers are filled with grout (10" or 11" slump.)

(8) Pre-drilled and bolted mud sill

is set, and piers are capped.

This system, which finds increasing popularity in California, was developed by Best's Blocks, Inc. For more information, circle X86-W, page 127.



BASIS OF SYSTEM is this 6x8x24" block. It's open at both ends, allowing grout to form a key between blocks. Result is an extremely solid foundation.

In the Kitchen, too...
the name to remember is

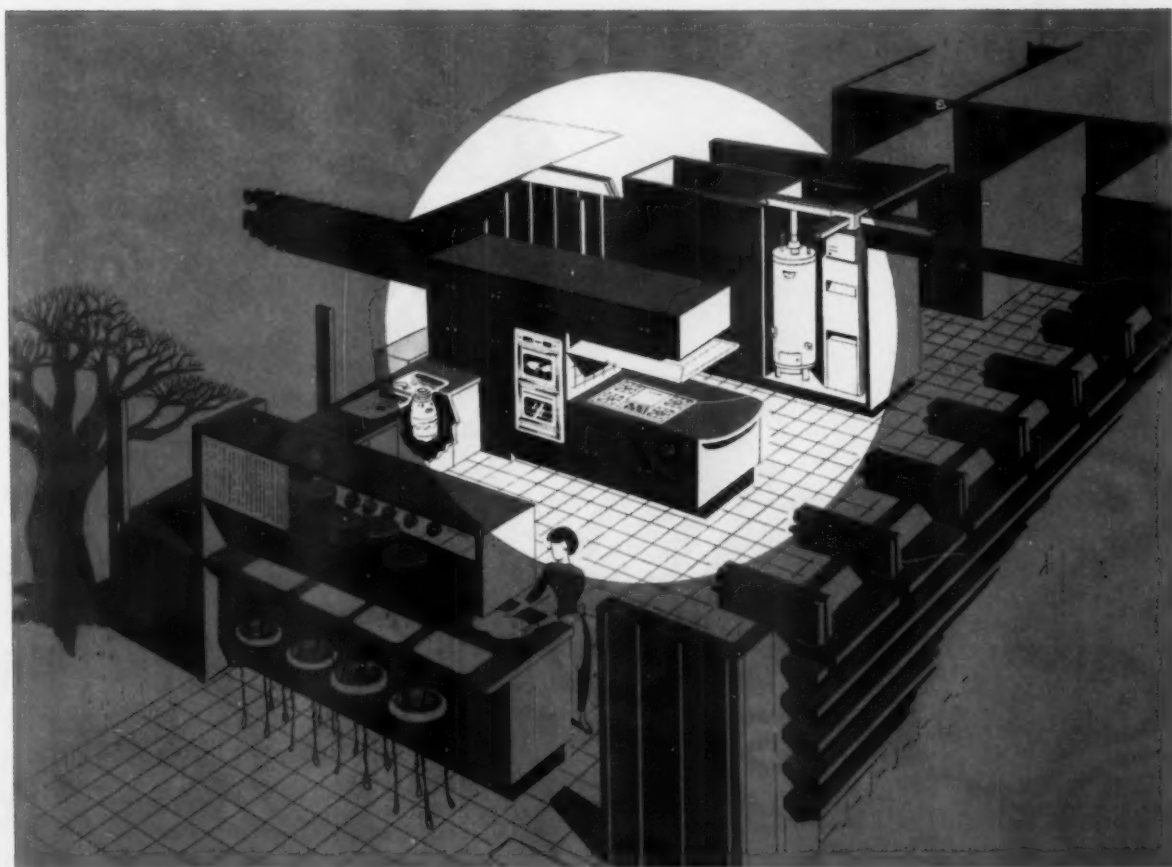
PIONEER

Long famous for its high quality water heaters, heating and air conditioning equipment, PIONEER now serves the building industry with a line of top-grade kitchen appliances that add outstanding utility and beauty to "the room that sells the house."

PIONEER built-in range tops, single ovens and double ovens, as well as slip-in range and oven combinations feature a flexibility that fits almost every kitchen plan. Their stylish design and colors—brushed chrome, coppertone, pink, yellow and turquoise—harmonize with any decor.

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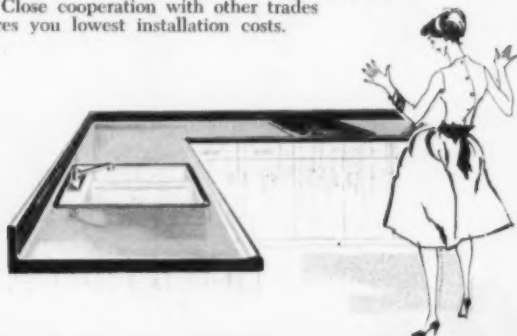
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Secrets of good sub control

Can he do the job on time? Is his bid in line? Does he know just what you want?

Proper control of your subcontractors is vital to profitable building. If a sub scrimps on materials or workmanship, the builder's reputation suffers. If he fails to meet the construction schedule, the job is held up and the builder loses money. If his finances are in bad shape, he may go out of business half way through the job.

For tested ideas on how a builder can best control his subs, AMERICAN BUILDER went to Herman Sarkowsky, United Building Company of Tacoma. Sarkowsky subs out 85% to 90% of the firm's work, is well versed in subcontractor relations. Here are eight tips he gives:

(1) **When requesting bids, don't just pick names from the phone book.** Maintain a file of quality subs—subs that have been investigated. Check with other builders they've worked for, and check their financial statements. Also, keep your supers on the lookout for good subs.

(2) **Avoid misunderstandings by making sure all drawings are completely detailed.** This protects the sub, as well as the builder.

(3) **Whenever possible, specify materials by brand name.** This way, you know just what you're getting, and you avoid arguments over substitutions.

(4) **Analyze each subcontractor's costs.** Break them down into material and labor, just like you do with your own work. This lets you know immediately whether a bid is in line or excessive.

(5) **Make sure the sub can do the particular job you hire him for.** Sarkowsky calls in the two low bidders, interviews them about their ability to do the job, and how the job fits in with other work they're doing.

(6) **Make him back up his work.** United Building Co. makes each sub sign a standard agreement guaranteeing the work for a year, and agreeing to make any necessary call-backs. The agreement also covers such other factors as time limits, extras, etc.

(7) **Make him keep to the schedule.** If one of Sarkowsky's subs falls behind, his check is held up seven days for every day he's late.

(8) **Give subs plenty of time in which to coordinate their work.** Sarkowsky holds a staff meeting every Wednesday, gets work lined up for the following week, notifies the subs five to seven days in advance of any work required of them.

Besides the above, Sarkowsky periodically invites all his subs to a dinner at which they get to know each other and the various United people with whom they must work on the job. At such dinners, Sarkowsky tells them about his program for the following six months. This helps them plan their own programs to mesh with United's and assures the builder of a number of proven subs.

Another tip: when hiring an earth-moving sub, it's a good idea to see that he owns his own equipment. If he uses hired rigs, he may go looking for one just about the time everyone else does. Result: He can't find one, and you don't get the work done.



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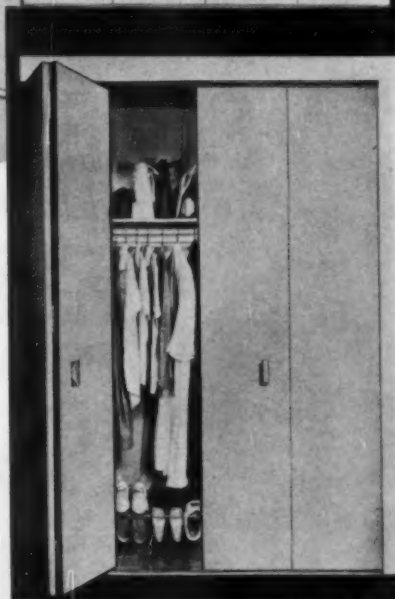
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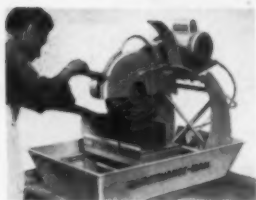
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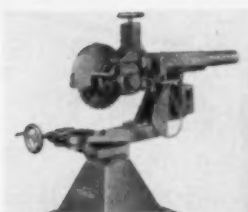
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Masonry saw transports easily

This new Maintenance-Man Jr., masonry saw weighs 110 lbs.—light enough for moving by one man, or for use on a scaffold. The compact unit fits into the trunks of most cars, cuts wet or dry. Comes with 1½- or 2-hp totally enclosed, fan-cooled motor. Blades are 14" or smaller.—*Felker*.

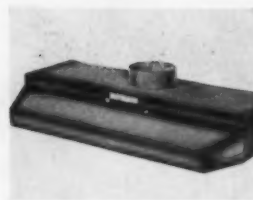
Circle No. X75-W on reply card, p. 127



Saw cuts extreme angles

Model #25 all-angle cut-off saw is said to offer speed and precision, plus an unusual degree of flexibility. It will cut the long, tapered angle developed in fabrication of 1½-in-12 trusses. Pivot and tilt adjustments accommodate any compound angle. Has 29° travel, will cut 24", uses 18" blade. Motor can be 5 or 7½ hp.—*Irvington Machine Works*.

Circle No. X77-W on reply card, p. 127



New line of range hoods

Completely restyled Bon-Aire line of range hoods includes three new models. They exceed FHA MPS's for air movement and dimensions, yet have competitive prices. One model converts from vertical to horizontal exhaust in 60 seconds. Many colors available.—*Jensen Industries*.

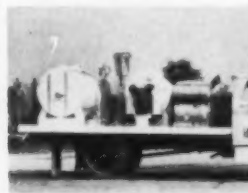
Circle No. X79-W on reply card, p. 127



Waste disposer has 1/3-hp motor

Feature of this improved Model D-57 food waste disposer is a 1/3-hp motor. Manufacturer claims the unit's high speed, 2-way cutting action, pulverizes all wastes, including bones, pits, stringy vegetables. Designed for quiet operation and fast installation. One-year warranty given.—*Pioneer Mfg. Co.*

Circle No. X76-W on reply card, p. 127



Pumps apply drywall finishes

A new series of pumps is said to apply drywall acoustics and texture paints to an average house in 7 to 10 minutes. Line includes 5 models with varying capabilities.—*Grover Mfg. Co.*

Circle No. X78-W on reply card, p. 127

Oiler seldom needs refilling

Small, light hose line oiler, for use with portable air tools, mounts in any hose line with ½" or ¼" P.T. connections. The device is made of aluminum, and holds enough lubricant for an average 8-hr. shift. Works in any position, can be filled while air pressure is on. Needs no adjustments while in operation.—*Wilkinson Corp.*

Circle No. X80-W on reply card, p. 127

Indoor weather control center

Stylish new "Thermoramic Center" is a control panel that operates heating and a/c systems, gives the occupant data on outside weather. The 8-14" unit also has a monitoring system that pinpoints such troubles as a clogged a/c filter.—*General Controls Co.*

Circle No. X81-W on reply card, p. 127

Low-cost, precision dado machine

A new dado machine said to do the same precision quality work as existing machines costing many times as much has been introduced. Manufacturers also claim it makes possible important cost savings in such jobs as cabinet work and fabrication of components.—*TAB Corporation*.

Circle No. X82-W on reply card, p. 127

Describes steel commercial buildings

Brochure explains use of Apex pre-engineered steel buildings for commercial, industrial, agricultural installations. Buildings are permanent, yet go up in a few days. They have rigid steel frames and are available in galvanized or vinyl coated formed steel panels, or corrugated aluminum in many colors.—*Apex Standard Steel Buildings*.

Circle No. X83-W on reply card, p. 127

Wall panels have unusual finish

Four-page catalog features Soule panels—insulated curtain wall panels with a finish of glass chips in an inorganic matrix. Panels are asbestos-cement with fiber glass insulating core. They come in 1", 1½", 1-¼", and 2" thicknesses, in any specified size over 9 sq. ft.—*Soule Steel Co.*

Circle No. X84-W on reply card, p. 127

Fast way to lay-up decorative block

Technical sheets explain the use of Concrete, an epoxy adhesive, in building decorative screens with concrete block. Case history shows how the epoxy, mixed with a filler, was used as a fast-setting mortar to give dramatic savings in labor, plus a neat, strong, unreinforced wall.—*Adhesive Engineering*.

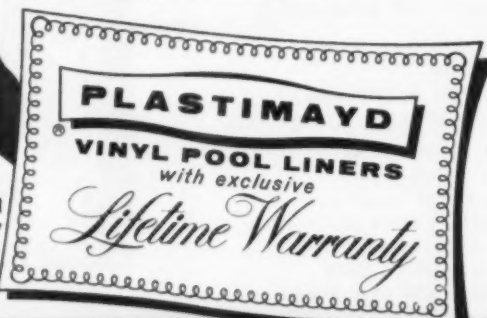
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SALES APPEAL

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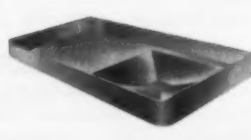
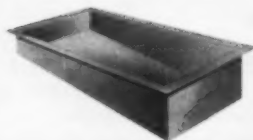
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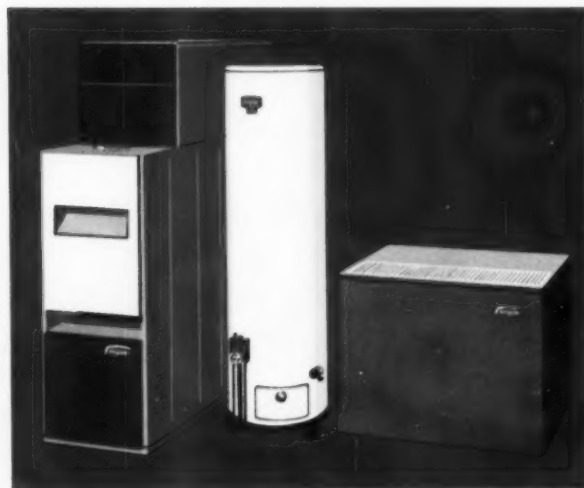


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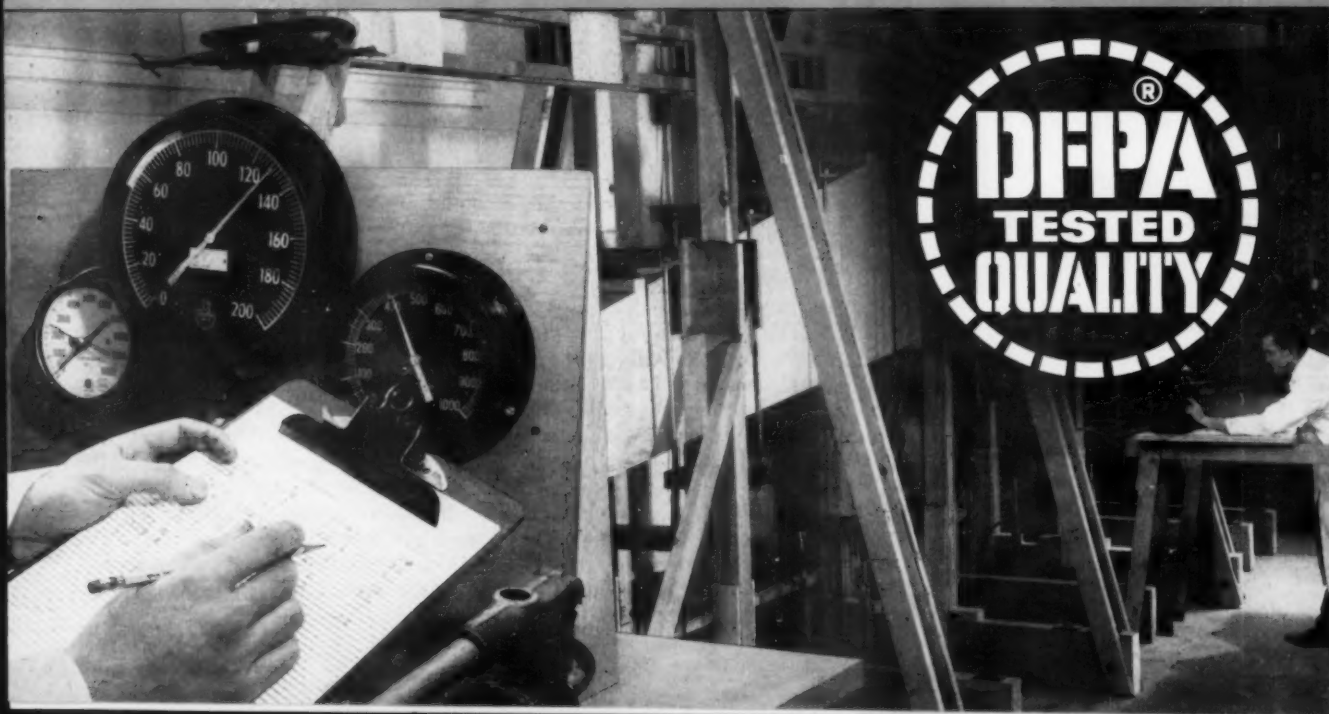
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Another nine-page report to builders from the Douglas Fir Plywood Association, Tacoma, Washington

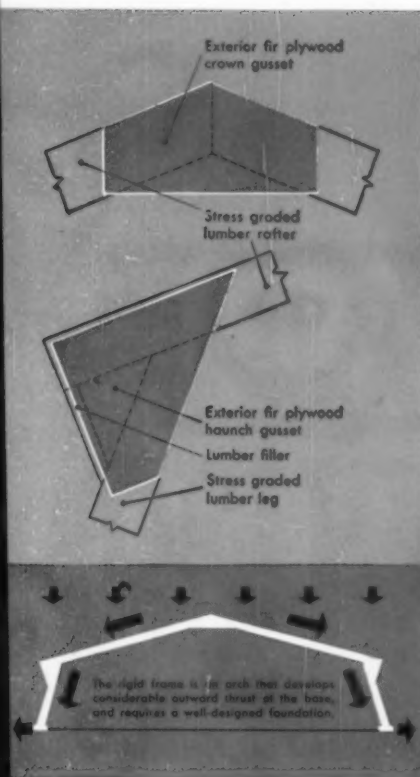
FOUR NEW IDEAS FROM DFPA PLYWOOD RESEARCH

- 1** A basic structural system for farm and commercial buildings that costs less than \$1 a square foot
- 2** One-step wall method that takes just one thickness of plywood for siding and sheathing
- 3** Two new plywood floor systems that cut floor construction time in half
- 4** A new truss that costs less, weighs less and is easier to make ✓





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RIGID FRAME

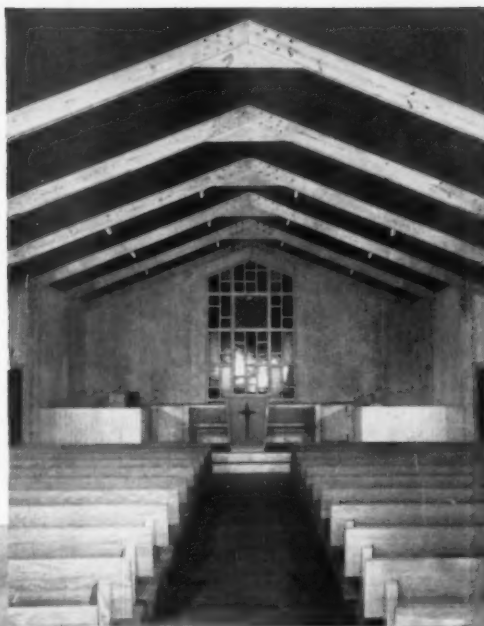
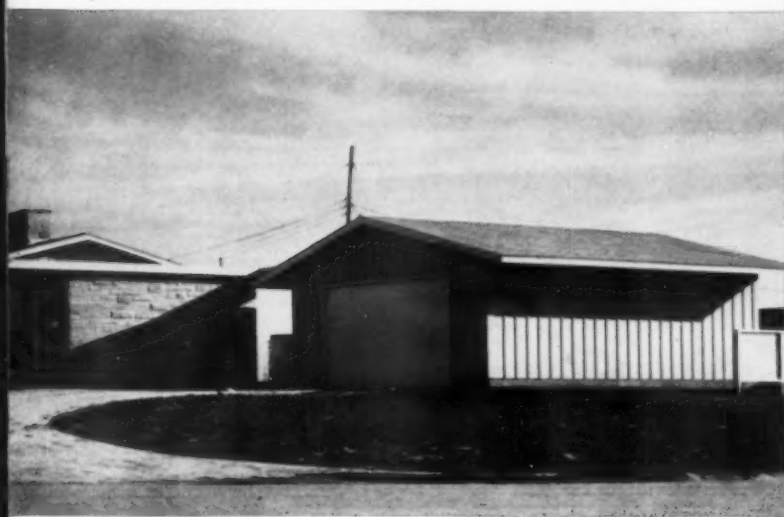
Simplest, most economical way to enclose space and get buildings that have clear spans up to 52 ft.

THE RIGID FRAME SYSTEM is a quick, inexpensive way to get basic shelter for less than \$1 a sq. ft. It's economical in material, time and capital outlay. It's easy to master, even for unskilled labor. The system consists of a series of load-bearing arches, made of four lumber members rigidly connected by nailed plywood gusset plates, and tied together by plywood walls and roof. Frames are quickly assembled, offsite or on, and quickly set in place.

DFPA has rigid frame building plans for spans from 24' to 52', and construction data for over a thousand variations, to conform with conditions in various parts of the country, and commercial as well as farm uses. Included are different spans, leg heights, roof loads, frame spacing, wall treatments, etc.

The first application of the rigid frame was for farm buildings. Poultry houses like the one above in Western Washington have been built for 80¢ or less per sq. ft. for the basic shell. One of the most recent large-scale farm uses, four 52-ft.-clear-span potato warehouses, cost \$2.10 a sq. ft.—including insulation, wall lining, shingles and a ventilation system. But rigid frame buildings need not look utilitarian and plain. The system, when varied with vertical walls and different window and siding treatments, is extremely logical for public buildings, churches, schools, and even residential construction. See examples at right.

One of the first residential applications of the rigid frame was at the Champaign, Illinois Research House built by the Douglas Fir Plywood Association last year. The two-car garage was built with prefabricated rigid frames made up of 2 x 8 West Coast lumber framing and gusset plates of $\frac{3}{8}$ " plywood. Frames were delivered to the job site as half-sections, assembled on the ground, and quickly tilted up into position, two feet o.c. Roof decking was $\frac{3}{8}$ " plywood, applied with Plyclips.



This North Carolina chapel demonstrates the adaptability of the rigid frame. It differs from the usual design in its straight sides—DFPA's construction recommendations for builders include details of this variation. The chapel cost \$6.96 per sq. ft., including masonry, foundation, Texture One-Eleven siding-sheathing and roof of plywood stressed skin panels.

Park shelters and school buildings can make good use of the rigid frame system. For a cost of \$3.05 per sq. ft. the Little Rock, Ark. Park Department got this 25-foot-clear-span cooking shelter with a concrete slab and large stone fireplace. Rigid frame members are 4 x 10's and rest on concrete footings six feet o.c. Architect Robert Robinson and engineer Scott Farrell worked closely with DFPA engineers in designing the structure so sidewalls could be partially open. Contractor was H. L. Upton.

For more information on the rigid frame system, write Douglas Fir Plywood Association, Tacoma 2, Washington.





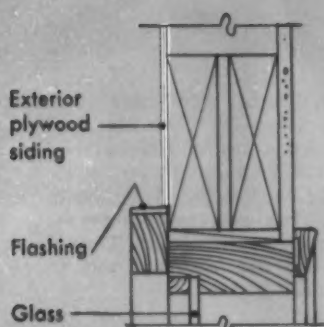
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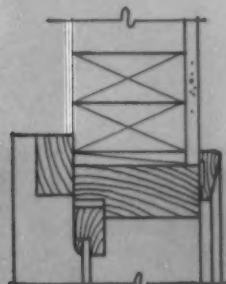
STURD-I-WALL

A time-and-money saving wall system that gives you both siding and sheathing in one operation

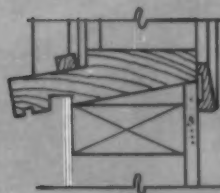
STURD-I-WALL is a one-step building system that uses a single thickness of exterior plywood as both siding and sheathing. By eliminating one whole step in wall construction, you can save in time, labor and materials. Yet you get a strong, good-looking wall. You can suit any taste in siding because plywood can be used in such a wide variety of ways: Texture One-Eleven with distinctive vertical grooves; overlaid plywood for an ultra-smooth, long-lasting paint job; horizontal lapped siding, either regular or overlaid; panel-and-batten; board-and-batten effect, etc. Sturd-i-wall meets FHA requirements, and is in fact even stronger and more rigid than a wall with diagonal sheathing and other siding. Where climate requires it, insulation can be applied between the studs. Sturd-i-wall works well with panelized construction, too.



HEAD



JAMB



SILL





▲ **Sturd-i-wall cuts per-house costs**

by \$175-\$245 for Bob Miller, one of Minot, North Dakota's larger builders, with houses in the \$15,000-\$19,000 range. He saves at least \$175 when he applies beveled siding of medium density overlaid fir plywood directly on studs. When he uses Texture One-Eleven for sheathing-siding, he lops \$70 more off his costs (compared with fibreboard sheathing and cedar siding). With savings from Sturd-i-wall on a typical 1200-sq. ft. house, Miller installs top-grade wool carpeting and built-in kitchen appliances without increasing his basic price—a definite competitive advantage. Buyers say the all-plywood houses are warm and comfortable, even on a sub-zero day. Plywood is so stable, with less shrinkage than other materials, that there's less chance for seams or cracks at door or window openings.



▲ **Sturd-i-wall saved \$210** on this new fourplex built by Wimer Construction Co. in Cedar Rapids, Iowa. Ben Wimer says the Texture One-Eleven combined siding-sheathing not only saves time and materials, but builds a better house. In his custom houses, which account for most of his business, Wimer has gone almost entirely to Sturd-i-wall and says that he saves \$700 on a house in the \$25,000 range. About half his savings are in labor. He feels Sturd-i-wall helps him give his customers more house for the money, both in square footage and quality.

Sturd-i-wall construction helped hold costs to \$9 per sq. ft. at this 70-unit, low-rise apartment in Mountain View, California. Combination siding-sheathing was $\frac{3}{8}$ " medium density overlaid fir plywood, scored 8" o.c. to give a plank effect. It went over 3 x 4's, 16" o.c. Vertical edges of panels were shiplapped to give a continuous groove pattern. Let-in bracing was not required because of plywood's superior bracing strength. Overhangs seen here, a continuation of the ceiling, are relief-grain plywood with a natural finish.

The same structural system will be used for a projected 406 additional apartment units. Jack Douglas, superintendent on the job for Premier Construction Co. of San Jose, said, "Waste in wall construction is practically non-existent. Plywood is the big time-saver on this job. There is no plastering or stucco—the siding is a one-operation deal and it is ready to paint." Overlaid plywood takes and holds a paint job well, too.

For more information on plywood Sturd-i-wall construction, write Douglas Fir Plywood Association, Tacoma 2, Wash.





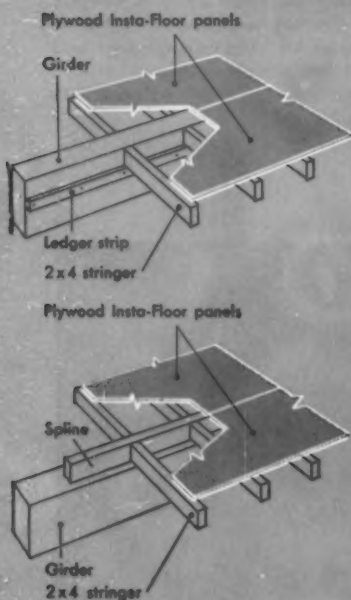
Always specify by DFPA grade trademarks

TWO NEW DFPA FIR PLYWOOD

FLOOR SYSTEMS

Two ways to cut floor construction time in half by using plywood over supports on 4-ft. centers

INSTA-FLOOR FASTENING METHODS



1 **Insta-Floor** is a panelized system with preframed plywood floor sections that cost as little as 35c per sq. ft. in place. Most savings are due to sharply reduced labor requirements, because the system entirely eliminates time-consuming cutting and fitting of hundreds of small pieces on the job. As a demonstration, Chehalis, Wash. builder, George Osborne, laid 1170 sq. ft. of Insta-Floor, including main supporting beams, in just under 10 minutes with a six-man crew. Another builder, C. C. Johnson of Muskegon, Mich., used Insta-Floor and saved \$39.40 on his first try. He expects savings per house to come to about \$75 when his crew becomes more familiar with the system.

Both for Insta-Floor (above) and the 2.4.1 floor system (at right), supporting beams may be set into pockets in the foundation. This lowers the house, giving it a ground-hugging look, and saves significantly in labor as well as materials for wall sheathing, siding and painting.

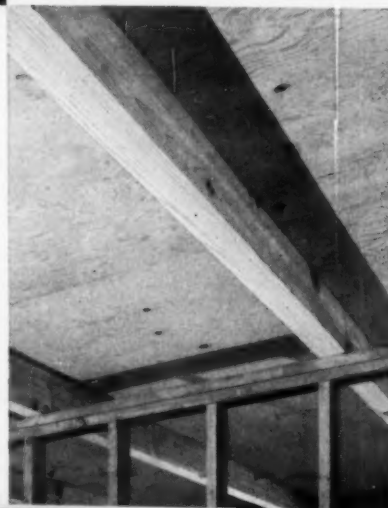
FOR BOTH SYSTEMS, supports may be solid or built-up beams or, as on this ▶
Insta-Floor job, plywood box beams for long span, light weight, low cost.



Basement ceilings are neat and attractive — one more advantage you get when you use 2.4.1. Smooth plywood and exposed beams are easy to finish and easy to maintain; ceiling looks uncluttered.

2 Tongue-and-groove 2.4.1: Now DFPA has engineered a tongue-and-groove joint for 2.4.1, the 1½-in.-thick combination subflooring and underlayment plywood. Standard 2.4.1 requires blocking under panel edges—new t&g panels do not. Plywood floors are firm and solid and make a smooth base for any kind of resilient flooring. The new 2.4.1 system saved one builder in California \$100 per 2000-sq. ft. house, compared with 2 x 6 car decking. Another builder, G. E. Chacksfield Construction Co. of Gardena, Calif., used t&g 2.4.1 on a 154-unit development in Rolling Hills, Calif. (above). Chacksfield likes the floor system because it saves three ways over others: in time, labor and cross-blocking. It took only 10 man-hours to install framing and plywood for a 1400-sq.-ft. floor.

For information on both systems, write DFPA, Tacoma 2, Washington.





Always specify by DFPA grade trademarks

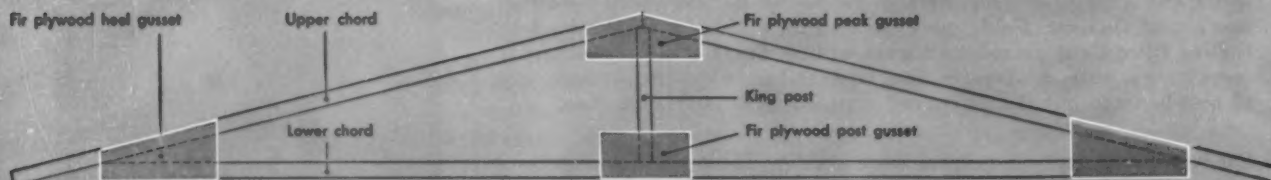
DFPA FIR PLYWOOD

KING POST TRUSS

Here's a new simplified design that gives you a truss that's lighter-weight . . . easier and quicker to build . . . and lower in cost

THIS IMPROVED plywood and lumber king post truss is less expensive to fabricate, easier to install, and does the job as well as or better than trusses with more members and costly metal connectors. Developed by the University of Illinois, it has been tested both in the laboratory and in use. Key to the system is the plywood gusset plate, which insures an absolutely rigid connection. DFPA tests of fastening methods show pressure-glued gusset plates stronger than nail-glued connections. For both, gluing must be done under carefully controlled conditions. For most builders, nail gluing is satisfactory and may be more practical.

Builders who have used these king post trusses with other plywood components have completed the basic shell of a house in three days. Most savings come from simplified roof framing. The truss system also permits non-load-bearing partitions, and simpler, less expensive floor and foundation construction.





▲ **Hebb & Narodick** use these king post trusses with plywood gussets, and other Lu-Re-Co components, for homes in the Seattle-Tacoma area. Blackstock Homes of Seattle (affiliated with Muttart Homes of Edmonton, Alta.) fabricates the nail-glued trusses on a simple jig in the yard, and supplies them to builders in the area as part of a complete prefabricated house package. Some builders who have used them claim savings up to \$300 a house due to the prefabricated components.



▲ **Bell & Valdez**, large Pacific Northwest builders, used king post trusses in 100 houses during a trial run, then converted all their models to this type. Low cost was the chief reason. Trusses were fabricated by Totem Lumber in Seattle. Totem makes the double-gusseted truss 30 at a time in a special manufacturing process and figures costs at about \$1 less than for a comparable truss with metal connectors.

For more information about king post trusses, write to Douglas Fir Plywood Association, Tacoma 2, Wash.

THE DFPA TRADEMARK IS YOUR ASSURANCE OF QUALITY PLYWOOD

TODAY, QUALITY OF CONSTRUCTION is more critical than ever before. New building systems like those shown here make greater demands on materials, and dependability of performance is absolutely essential. Buyers are more quality conscious. That's why it's more important than ever before for you to specify and buy *only* DFPA grade trademarked fir plywood. It's the only plywood backed by an industry-wide quality control program, and a quarter century of experience in plywood testing and inspection. This program is supported by the overwhelming majority of fir and western softwood plywood manufacturers, accounting for 85 percent of industry production.

You can depend on plywood with the DFPA grade trademark because the DFPA quality control program checks every critical step in plywood manufacture. It includes factory inspection by trained quality supervisors—rigorous laboratory testing of production samples, and exposure to actual weather conditions—and in-use testing of new products and finishes. Quality control is backed by DFPA research into new structural systems, and information to help you to build better with plywood at lower cost.

Your reputation depends on the quality of your construction. That's why it pays to specify *only* DFPA grade trademarked plywood.

DOUGLAS FIR PLYWOOD ASSOCIATION

TACOMA 2, WASHINGTON

—an industry-wide organization devoted to research, promotion and quality control



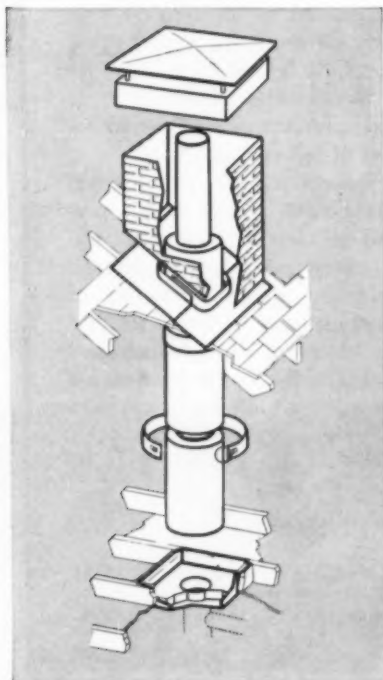
Only plywood bearing the DFPA grade trademark is made under the industry-wide DFPA quality control program. Always look for the letters "DFPA."



VAN-PACKER®
Factory-Built
Tile-Lined Chimney

Chimney facts for home builders

Van-Packer factory-built chimney meets needs of every home price range, is attractive, easy to install



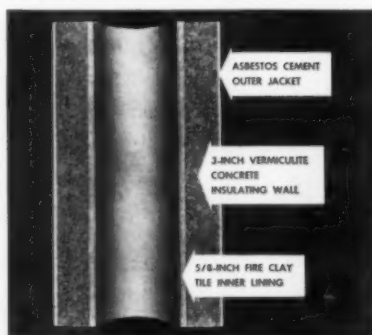
Cut-away view shows components and installation details that make the Van-Packer fire-clay tile-lined chimney the most rugged, durable factory-built chimney you can put in your homes. New installation standards now provide for low cost, lightweight fire-clay tile "R" section above the roof. This results in easier handling and lower-than-ever installation costs. The Van-Packer Chimney comes completely packaged in labeled cartons, with everything provided including flashing and joint cement. One man can put up a Van-Packer quickly and easily, without special tools or skills.



Van-Packer chimneys are UL-listed for all fuels and all home heating plants, are safe for incinerators.

Here's an attractive chimney suitable even for the higher priced homes you build. The Van-Packer chimney with deluxe asbestos-cement housing looks good on any home. Housing panels have an embossed brick design with indented "mortar lines" that look natural, in your choice of red, buff, gray, or white brick colors.

For durability, Van-Packer offers this rugged flue construction:



The fire clay tile liner won't corrode, is acidproof, and won't dent or flake off. Flue sections are joined with acidproof cement and are secured with snap-lock drawbands to form a rigid, rustproof unit that outlasts other factory-built chimney flues.

VanPacker flues withstand temperatures up to 2100°F and are widely approved by building codes. Distributed nationally, they are available for immediate delivery anywhere. See "Chimneys — Prefabricated" in the Yellow Pages, or write for Bulletin RS-1.



New embossed metal housing now available

In addition to the asbestos-cement housing, Van-Packer now offers a rugged new metal housing with brick-embossed design, in red, buff, or white brick colors.

The new Van-Packer metal housing is ideal for homes in medium and lower price ranges. It is quickly, easily installed — paring your labor costs to the bone. Available in all standard sizes for Van-Packer tile-lined chimneys or masonry gas vents.



Van-Packer Chimney is safe for incinerators

The Van-Packer all-fuel chimney is ideal for service with incinerators, and can be quickly and easily installed. It is UL-listed to withstand temperatures up to 2100°F — completely safe for incinerators. The high draft provided by a Van-Packer assures complete burning of refuse, and the fire-clay tile liner easily withstands the sudden heat shocks encountered in incinerator service.

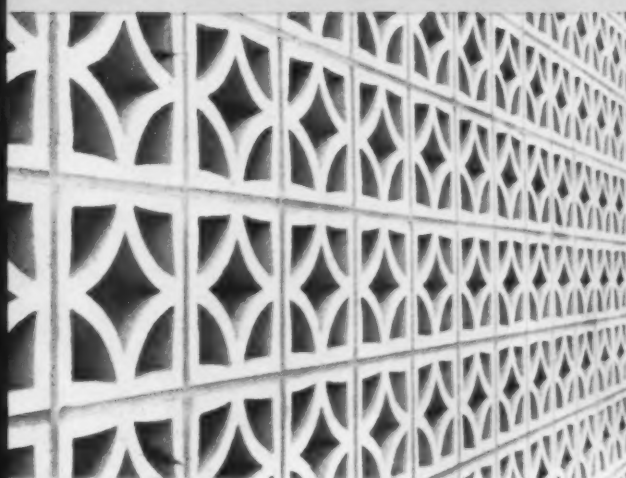
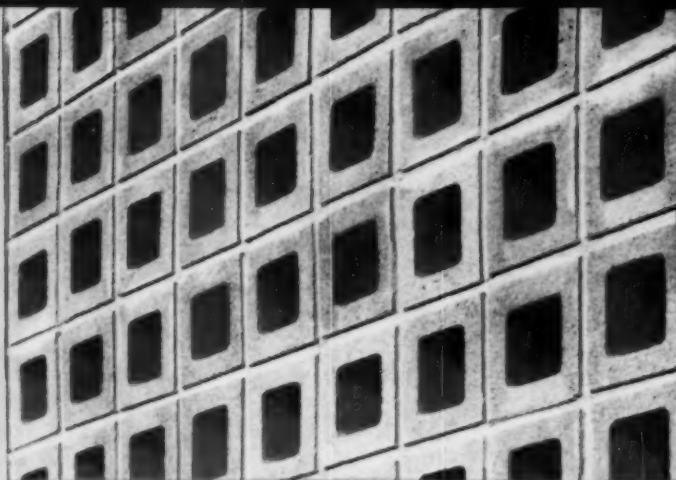
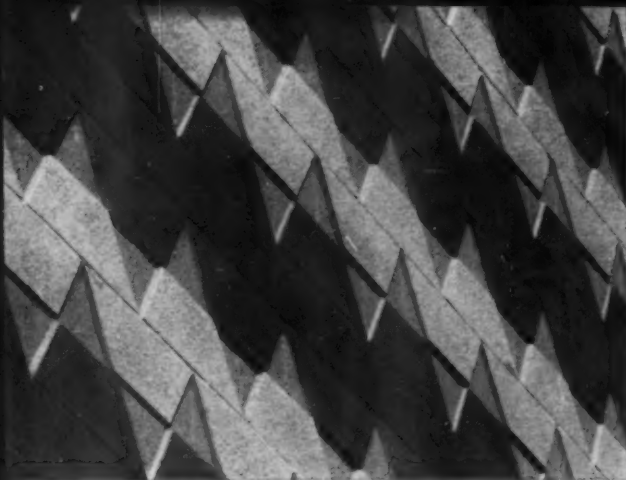


VAN-PACKER®

The Flintkote Company

Manufacturers of Diversified Products for Home and Industry
30 Rockefeller Plaza, New York 20, N. Y. Phone: PLaza 7-5500

In the West: Pioneer Division, The Flintkote Company, P. O. Box 2218, Terminal Annex, Los Angeles, Calif.
In Toronto, Ontario: The Flintkote Company of Canada, Ltd.



Plain or fancy...

you can strengthen just about any kind of masonry wall with Dur-o-wal

Hats off to today's architectural designers for a new world of beauty in concrete masonry. And orchids to the modern builders who are making that beauty last with Dur-o-wal. It's the rare block pattern, plain or fancy, that does not permit America's most practical, most widely used, most widely proved masonry wall reinforcement. Dur-o-wal is versatile.

Dur-o-wal's trussed, butt-welded construction—with deformed rods

that lay straight and flat—has been engineered to do a job. Increases the flexural strength of a masonry wall at least 71 per cent, as much as 261 per cent, depending on the weight Dur-o-wal used, number of courses, and type of mortar. This makes for truly permanent masonry wall construction and looks.

For technical details, write to any of the Dur-o-wal locations below. See us in Sweet's.



Two engineered products that meet a need. Dur-o-wal reinforcement, shown above, and Rapid Control Joint, below. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.

DUR-O-WAL®

Masonry Wall Reinforcement and Rapid Control Joint

RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

DUR-O-WAL MANUFACTURING PLANTS

- Dur-o-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA.
- Dur-o-wal Prod., Inc., Box 628, SYRACUSE, N. Y.
- Dur-o-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ.
- Dur-o-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD
- Dur-o-wal Ltd., 789 Woodward Avenue, HAMILTON, ONTARIO, CANADA
- Dur-o-wal of Ill., 260 S. Highland Ave., AURORA, ILL.
- Dur-o-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA.
- Dur-o-wal of Colorado, 29th and Court St., PUEBLO, COLO.
- Dur-o-wal Inc., 1678 Norwood Ave., TOLEDO, OHIO





SAVE \$414 per truck IN THE FIRST YEAR! NEW FORD ECONOLINE VANS

Now, you can save \$312 to \$433 in price* alone on a Ford Econoline Van compared to old-style half-ton panels. In addition, you can save over \$100 every 16,000 miles you drive!

These savings come with a man-size truck. The Econoline's cab-forward design with welded "body-frame" gives bridge-like strength and reduces dead weight to haul a full $\frac{3}{4}$ -ton. Only 14 feet overall, Ford Econolines are nimble in traffic, easy to park, need less garage space. Big 4-ft. door opening (both curbside and rear) and level cargo floor provide new loading ease . . . new load workability.

Special Note To Pickup Owners: Now, you can protect your loads from weather and theft with an Econoline Van . . . yet, pay less* than for most conventional $\frac{1}{2}$ -ton pickups. And you can get the same \$102 savings on operating expenses as shown at the right.

*Based on a comparison of latest available manufacturers' suggested retail prices



HERE'S HOW YOU SAVE

SAVINGS ON OPERATING EXPENSES EVERY YEAR!

GAS—Econoline trucks can give 30% better gas mileage than conventional ½-tonners. Figuring 16,000 miles per year at prevailing gas prices, you save.....

\$70

OIL—Crankcase capacity is only 3½ quarts instead of 5 quarts, and the recommended oil change interval is 4,000 miles versus 2,000 miles. In 16,000 miles you save.....

\$13

TIRES—Econoline tires last longer, cost less to replace. Prorated saving for 16,000 miles as high as \$53. Typical saving.....

\$16

LICENSE—In many states (not all) the license for an Econoline costs appreciably less—up to \$30.40 per year. Average for all states is.....

\$3

SAVING ON PRICE—You can save \$312 compared to even the lowest-priced conventional ½-ton panel—and up to \$433 against others! Saving at least.....

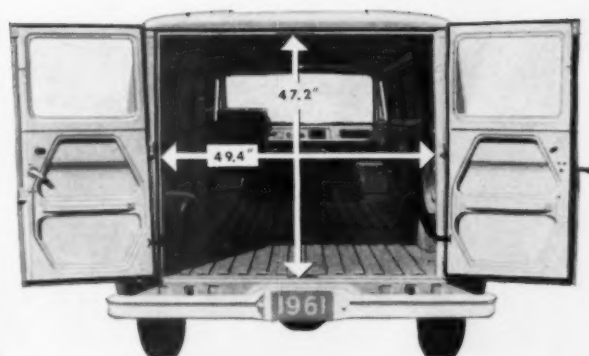
\$102

\$312

TOTAL FIRST YEAR SAVINGS... \$414

and you keep saving

\$102 EVERY YEAR!



NO REAR ENGINE HUMP!

The Econoline's "up front" engine leaves a level, knee-high floor almost 9 ft. long. There's no awkward rear-engine-housing hump to shrink the back entrance or hinder loading. And the Econoline Van provides over 204 cu. ft. of loadspace . . . up to 57 cu. ft. more than conventional ½-ton panels.

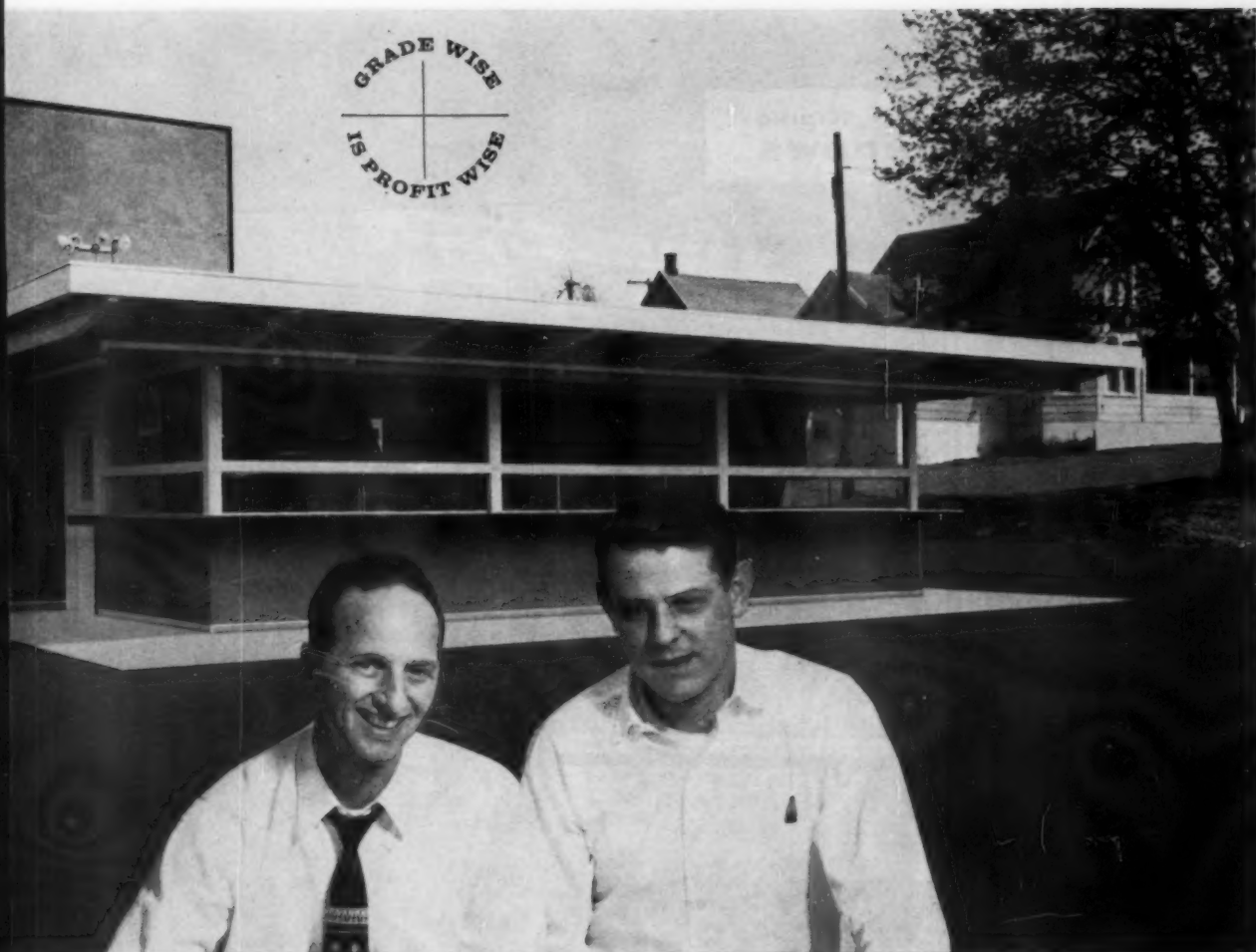
FORD TRUCKS COST LESS

SEE YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" FOR PROOF!



FORD DIVISION, *Ford Motor Company*,





"We pre-cut houses and commercial buildings with **UTILITY grade West Coast Lumber," report builders Bill McDonell and Dick Lyons**



Just off the press! Contains span tables and building ideas for Utility grade. Write for your copy today.

*When used in accordance with FHA Minimum Property Standards for One and Two Living Units, FHA Bulletin No. 300.

"Utility grade adapts readily to modern component building methods. We use it for framing exterior wall panels and interior partitions. We also pre-cut Utility grade 2"x6" roof decking for faster assembly on the job. We are saving 32% in lumber costs," the partners affirm.

You can get additional profit, too, with Utility grade West Coast Lumber. It's a grade that can be used for all types of framing—studs, plates, joists, rafters and bracing.* Utility decking is also a money-maker when used for sub flooring on beams or for roofs.*

Ask your lumber dealer about Utility grade West Coast Lumber... he is your local source of supply.

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Portland 5, Oregon

SINGLE • DOUBLE-HUNG • SLIDING
ALUMINUM WINDOWS



DEPENDABLE

Cupples

**ALUMINUM
WINDOWS**

DEPENDABILITY

is Cupples first name!

DEPENDABLE FOR QUALITY OF PRODUCT

DEPENDABLE FOR SERVICE AND DELIVERY

DEPENDABLE FOR CONTINUITY OF OPERATIONS

Listen to the way our customers talk about "Dependable" Cupples and you'd almost think "Dependable" was our first name. And well it might be, for builders and dealers alike have found Cupples aluminum windows and doors dependable in every way. Dependable in quality — well designed, embodying all the latest improvements, and precision made to assure trouble-free operating efficiency and elimination of costly callbacks.

Dependable, too, is Cupples service and delivery that gets your windows to you on time, when you need them, delivered from nearby warehouse stocks.

Perhaps, most important to many builders is the fact that Cupples — a division of ALCOA — is in this business to stay. And what's more, Cupples will always stand behind its products.

Because Cupples windows and sliding glass doors are produced in modern, efficient plants on fully automated equipment they are priced to meet and beat most competition.

If dependability of product, of service, of continuity of operation, and true competitive prices will simplify your building problems, ask your dealer for Cupples windows (double-hung, single-hung, sliding) and sliding glass doors. Write today for complete information and copy of our latest catalog. Address Dept. AB-61.

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A DIVISION OF ALUMINUM COMPANY OF AMERICA

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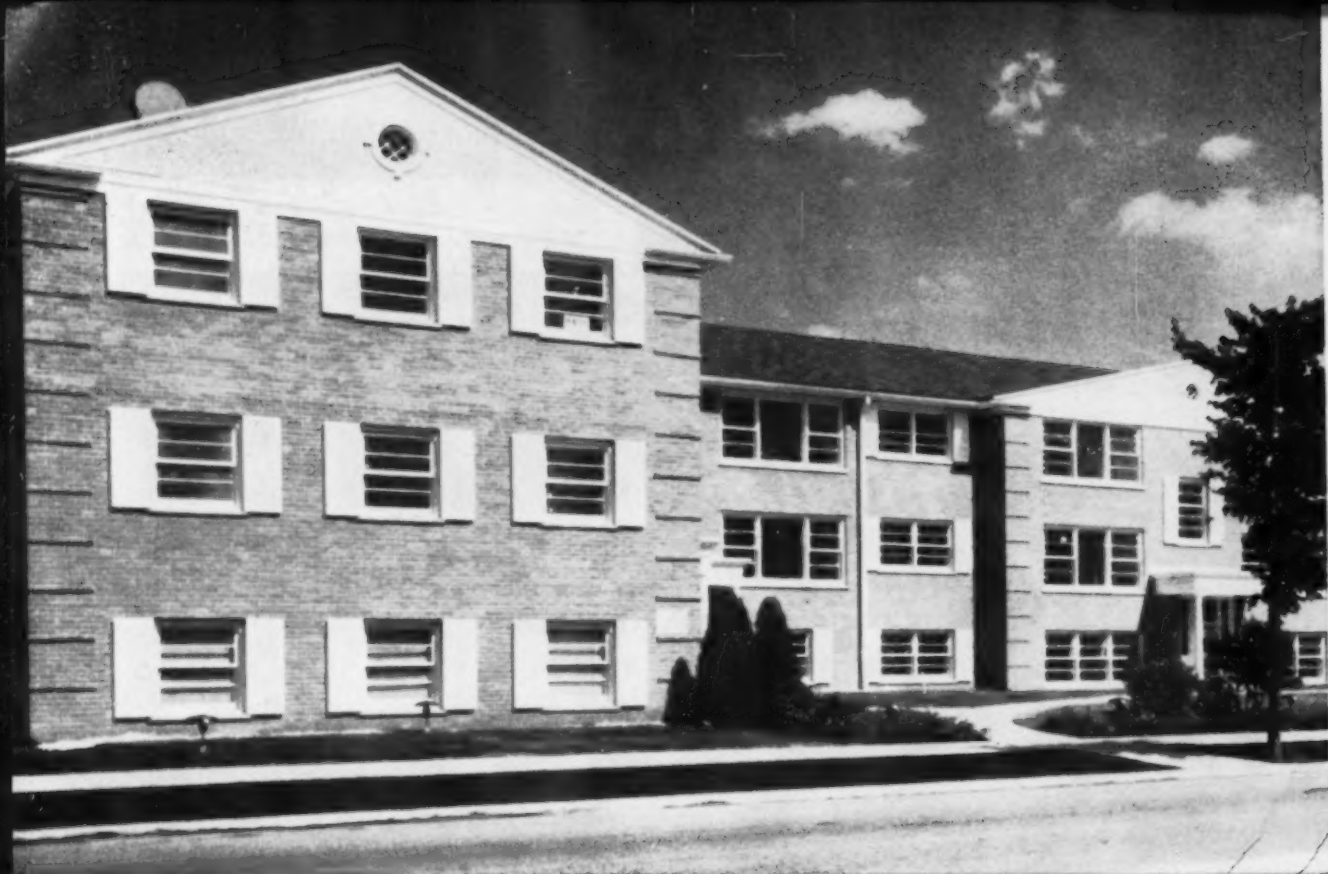
and **SLIDING**

GLASS DOORS



ALCOA

CUPPLES PRODUCTS DIVISION



Chicago builders get greater crack resistance at no extra cost with the

KEYMESH® · KEYCORNER ·

Lasting beauty and low maintenance are built into the new Williamsburg Apartments located in Chicago, Illinois. That's because greater plaster-crack resistance is assured by reinforcing the lath and plaster walls.

Valenti Builders, Inc., Chicago, found it cost no more to get this extra reinforcing quality. By specifying Keymesh, Keycorner and Keystrip galvanized reinforcing lath, the builders got top quality reinforcement with greater resistance to cracks and fire.

Tiled bathrooms in the Chicago project have lasting beauty with KEYMESH reinforcement. The portland cement plaster reinforced with Keymesh provides a strong, maintenance-free base for the tile. You'll find Keymesh makes any gypsum lath and plaster wall stronger and more crack resistant.

Keysmesh rolls out flat and laps without bulging . . . forms easily and cuts quickly. The open mesh permits rapid troweling and assures a full, even thickness of plaster. Keysmesh, Keycorner and Keystrip are galvanized against rust.





three keys to stronger plaster

KEYSTRIP

**GALVANIZED
REINFORCING
LATH**

Inside plaster corners reinforced with KEYCORNER lath have almost twice as much resistance to cracking as corners reinforced with other materials. Recent tests and actual use confirm this feature.

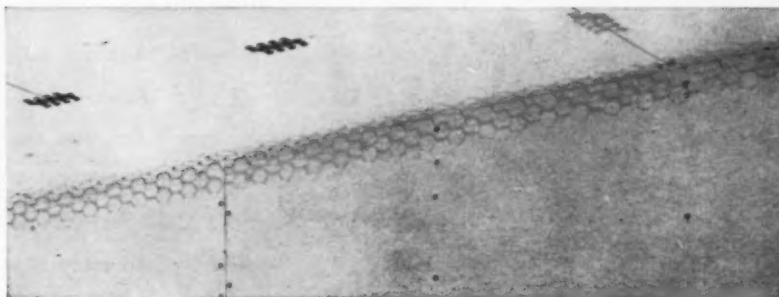
The men working on the Williamsburg Apartments, as on other jobs, found the preformed, 4-foot lengths of Keycorner easy to handle. Keycorner goes into place quickly and can be nailed or stapled. The open mesh design makes it easy to plaster over and assures a complete bond.

Get quality wall construction with lath and plaster at low cost by specifying the three keys Keymesh, Keycorner and Keystrip. Send for more complete information and results of recent tests conducted by leading laboratories. Write Keystone Steel & Wire Company, Peoria 7, Illinois.

KEYSTRIP is a new addition to the Keystone line of plaster reinforcement. Here, this flat strip reinforcement is stapled over joints where narrow strips of gypsum lath are used. This use of Keystrip adds strength where needed.



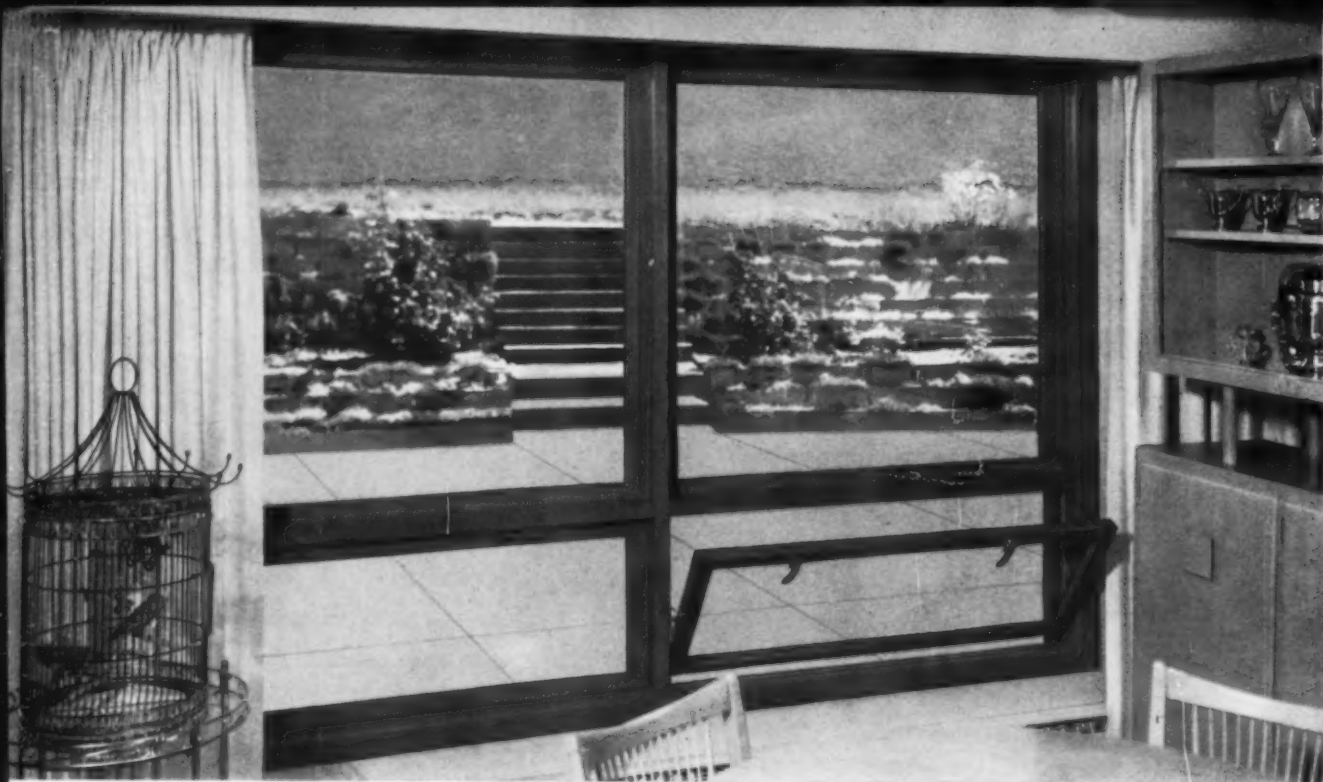
KEYSTRIP can be used as a reinforcement for plaster in a space too narrow for strips of gypsum lath. A full bond of Keystrip to the plaster is assured. Keystrip also adds strength to points of stress above doors and windows.



KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keycorner • Keymesh • Keystrip • Keywall • Keydeck • Welded Wire Fabric



WHATEVER

YOUR BUILDING METHOD

RIMCO®

WOOD WINDOW UNITS

COMPLETE

YOUR PROFIT PICTURE

Whether you use component parts or build conventionally, your profit margin can be increased through the use of "Rimco" Wood Window Units. Here's why: "Rimco" Units install easier, trim out and finish faster . . . all saving time, your number one cost factor. Here's a *complete line* of competitively priced Wood Window Units that should be included in your 61 plans. By "Unit" we mean sash installed in frame, hardware, outside trim applied . . . all ready to set in place. All you do is trim out the interior and finish. *All* "Rimco" Wood Window Units are preservative treated with deep-penetrating Woodlife applied by the Dri-Vac *controlled* process. Ask your Lumber Dealer or write Rock Island Millwork Company, Factory Division, Rock Island, Illinois.

RIMCO®

ROCK ISLAND MILLWORK COMPANY

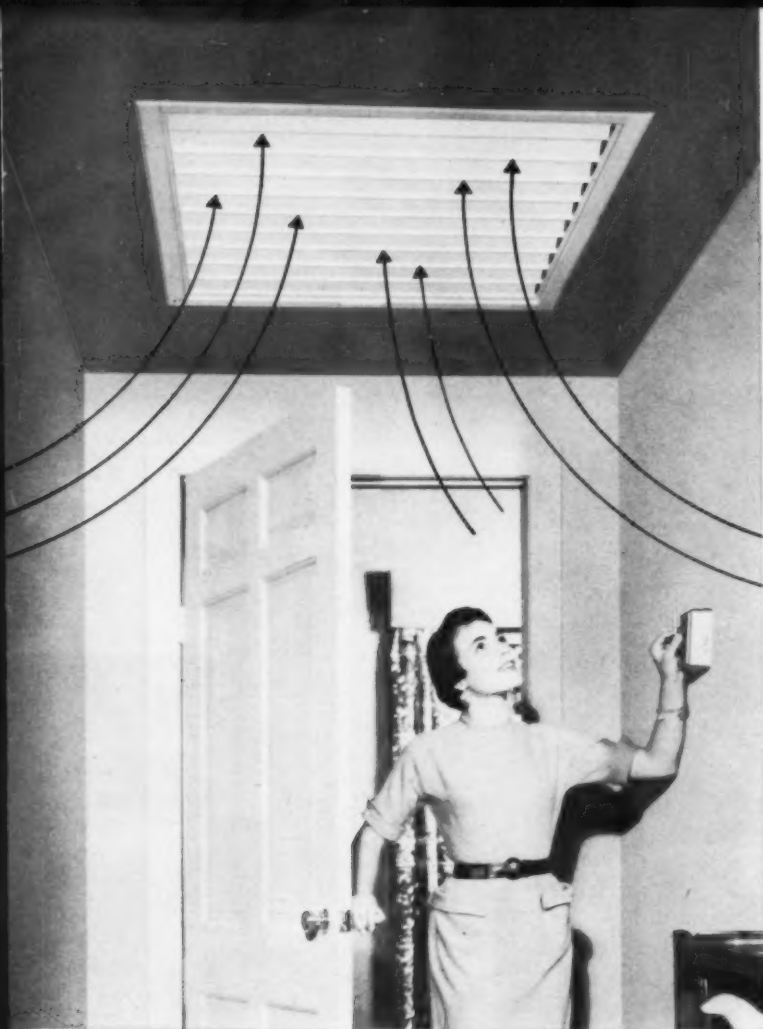
FACTORY DIVISION, P. O. BOX 97

Rock Island, Illinois

(SEE OUR CATALOG IN SWEET'S FILE)

DESIGNED AND ENGINEERED BY ROCK ISLAND MILLWORK COMPANY

HELPING BUILD AMERICA FOR OVER 90 YEARS



R & M - HUNTER 2 / SPEED ATTIC FANS

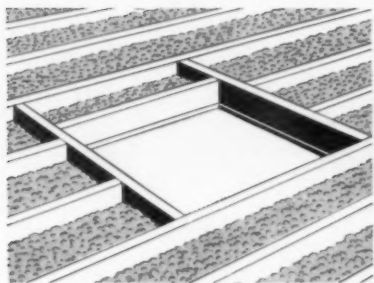
Cool your homes at low cost

Today's home buyers are demanding cool comfort . . . and an R&M-Hunter Package Attic Fan is the economical, efficient way to provide it. This modern ventilating fan installs in a breeze; then is ready to pull cool, refreshing breezes through the entire house day and night. Two speeds give ideal comfort in hot or warm weather. Operating costs are low, and trouble-free performance is backed by R&M-Hunter's 80 years in manufacturing electrical equipment.

FEATURES

- Two-speed motors on 24", 30" and 36" sizes. Single speed optional.
- Certified air deliveries from 5200 to 16000 cfm.
- Sound-tested ball bearings on fan and motor.
- Heavy-duty motor, rubber mounted.
- Built-in thermal overload protection.
- Fan guaranteed 5 years; motor and shutter, 1 year.

R & M - HUNTER ATTIC FAN IS EASILY INSTALLED



Step 1 Frame ceiling joists for opening. This involves no extra expense on new home construction.



Step 2 Place R&M-Hunter Fan on attic floor or joists over ceiling opening. Easily wired at fan junction box.



Step 3 Screw-fasten automatic ceiling shutter. Metal trim covers edges of opening. No finishing necessary.

Mail coupon today for data

R & M - HUNTER



Attic FANS

R&M-Hunter makes a complete line of Cooling Fans, Ventilating Fans, and Electric Heating equipment.

Hunter Division—Robbins & Myers, Inc.
2870 Frisco, Memphis 14, Tennessee

Please send data on the R&M-Hunter Package Attic Fan to:

Name _____

Company _____

Address _____



Which truck has

The one on the left. The half-ton.

This load is just about 4 crates too much for its 6-foot bed.

But the one on the right will take it. The Volkswagen.

It's funny. The VW is 3 feet shorter than a half-ton, yet its bed is 2½ feet

longer. 8½ feet in all. And it's completely flat. No wheel well.

(And it holds 1,764 lbs.—only 240 lbs. less than a full ton.)

You load the Volkswagen like a flat-bed. The sides drop all around. Like 3 tailgates.

And at night you can put tools in the Volkswagen's weather-tight locker. It's 5 feet wide and almost 4 feet long. And it locks.

If it rains, you can even put up hoops and a fitted tarp. These are extra. \$85.* (The truck itself is only \$1,895.*)



©1961 VOLKSWAGEN OF AMERICA, INC. *SUGGESTED RETAIL PRICE, \$2,015 WEST COAST.

to make 2 trips?

You know the rest of the VW story. Our rear engine adds weight to your drive wheels for extra traction in snow. And the VW engine is air-cooled. No water to boil over or freeze up. No anti-freeze.

Merodias Construction in Tucson

totals 2,400 miles a month on 2 Volkswagens.

Our three drop sides make their cinder blocks easy to load. Our 9½ inch clearance (25% higher than half-tons) makes Arizona's rough country safe for hauling.

And our running costs save Mr. Merodias just about \$800 a year over trucks he'd used formerly.



Are you using a half-ton now? You could pile more in a VW and save a trip or two. And a buck or two.

HOW THIS SPACE ONLY 13" DEEP...

**HOLDS THIS
16' x 7'
ALL-STEEL
PANEL-LIFT[®]
GARAGE DOOR**

**AND WHAT MAKES IT THE LOWEST-PRICED, MOST DURABLE
ELECTRICALLY-OPERATED DOOR ON THE MARKET!**

Amazing new design . . . works like a venetian blind. Panels lift vertically, gliding quietly and smoothly in separate channels. Saves valuable headroom—only 7" required—eliminates overhead tracks. Result? Costs 50% less to buy, 66% less to install and maintain.

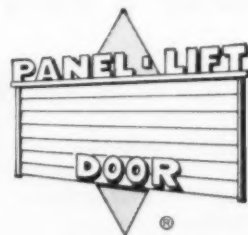
Get all the facts about Panel-Lift Doors . . . there's nothing else like them on the market. Demand is growing so cash in now. Write today for brochure, specifications bulletin and complete information. Address Dept. A-661

PANEL-LIFT DOOR CORPORATION

Wholly-owned Subsidiary of Standard-Tech Industries, Inc.

**1724 CHESTNUT STREET
Philadelphia 3, Pa.**

(A few restricted wholesale distributorships are still available.)



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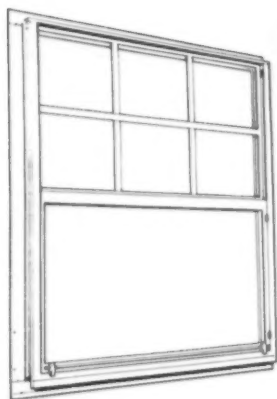
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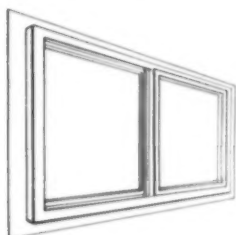
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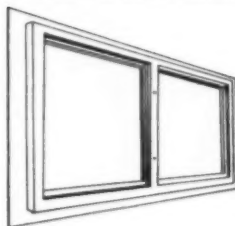
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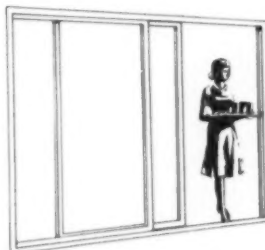
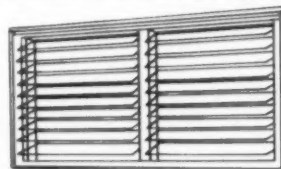


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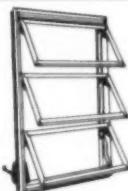
"5000" ALUMINUM JALOUSIES

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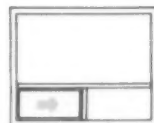
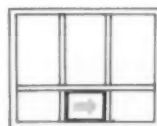
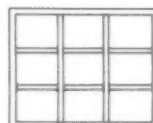


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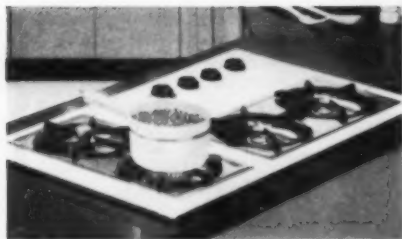
CITY ZONE STATE



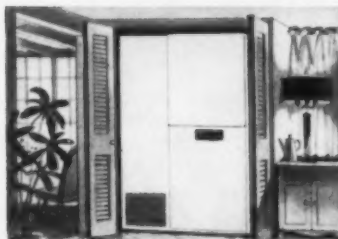
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Gas Refrigerator. Gives you these big talking points to help you sell potential buyers: frost-free throughout, economical operation, balanced cooling, automatic ice maker.



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- **A BONUS OF GOOD WILL** . . . from your customers for using the most modern, longest lasting locksets on the market.

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- **QUIET, SMOOTH OPERATION** . . . Resilience eliminates rattle and click of metal parts giving the feel of a heavy duty, commercial quality lock.
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Immediately available in all standard finishes for passage, bathroom and bedroom functions.

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JUNE 1961

The Over-Fifty Market—

It's Everywhere —Bigger Than Ever

AMERICAN BUILDER finds it's the fastest growing group in need of new housing. Builders will supply between 100,000 and 125,000 houses and 50,000 to 60,000 rental units for senior citizens every year for the next 15 years. Furthermore, the experts predict, the Northeast—not ordinarily thought of as a retirement area—will need twice as many of these dwelling units as any other region.

But this will account for only about 50 per cent of the market. Builders will leave the rest to publicly subsidized housing. Through the use of new, low-cost construction methods, the builder could probably take care of the entire market. Yet he is reluctant to do so. Why? As Sidney L. Katz, F.A.I.A., points out: the average builder considers the over-fifty market too specialized, yet too diffuse and vague in its size and requirements at the same time.

This impression is false. It is based on stereotypes which have been punctured by findings of the Douglas Fir Plywood Association, among other groups.

Fiction: Most senior citizens cannot afford new housing.

Fact: About 70 per cent can make a reasonable or substantial down payment on a modestly priced home or co-op.

Fiction: Many are sick and require institutional care.

Fact: Less than 5 per cent of people over 60 are infirm.

Fiction: They only want Florida, Arizona or California.

Fact: About 90 per cent of retirees want to stay in the general area in which they've spent most of their lives.



It's just about everywhere—yet as

"Everywhere" covers a lot of territory, but this market can—and very likely does—exist in an area familiar to you.

So to begin with, take a hard second look at the opportunities your own community offers. You may revise your opinions about the marketing difficulties to be overcome.

An architect's viewpoint:

Is it a 20-year to 30-year-old community with well established facilities? If so, you're right on target, in the opinion of architect E. N. Turano.

Such a site location is Turano's first choice for a development to meet the needs of senior citizens. Here are the reasons he gives, and the thinking behind them:

- There are younger people around. This forestalls a feeling of complete isolation, yet the older people can withdraw when they want rest and quiet.
- They escape the heartache of complete relocation. It's quite likely that all their friends and acquaintances live in the same neighborhood.
- Public transportation is convenient, as are churches, movie houses, stores,

etc. Older people like to look and watch as well as participate.

● They can take part in community affairs, among people they've known. This is a perfect substitute for lost stature in the bread-winning department.

In developing the area, Turano urges a "living site." All the builder needs, he says, "is the realization that imagination and ingenuity do not cost him anything extra."

One builder who already has an imaginative approach is Jim Pearson. His working philosophy: a compact house for a compact price.

"Eliminate the frills and get down to good, basic housing," Pearson advises. This Minneapolis builder usually builds about 100 houses a year. Last year, he found that approximately 25 per cent of his three-bedroom homes went to buyers in the over-fifty market.

What's in the works this year? A special two-bedroom model selling for about \$11,000. It's Pearson's hedge against the ups and downs of the general market, and can serve equally well as a retirement house or a home for newlyweds.

So far, there is no "final answer" as to the kind of house a retired person

needs. But Don Jaenicke, DFPA projects director, feels that the House of Freedom put up in Washington points the way for builders.

Built as an exhibit for the White House Conference on Aging this January, the house represents "a kind of melting pot of proven design ideas for retirement housing," Jaenicke says.

A sampling of opinion

A questionnaire submitted to the 2,500 delegates who inspected the house brought out:

That 85 per cent thought the \$9,000-\$11,000 price range was right . . .

That 78 per cent agreed the house should have two bedrooms . . .

That 77 per cent approved of the garden court . . .

That 75 per cent preferred a mixed community of all ages . . .

That 62 per cent would like single-family unit . . .

That a shopping center, library, bus service and medical clinic were the most-wanted community services . . .

That only 6 per cent said adequate retirement housing was available in their area.



This Florida house has 100 features for easier living

Selling for \$11,750 with land, the "Viscount" is brimful of values.

James Rosati's model home represents the outgrowth of his collaboration on a house especially designed to accommodate disabled persons.

Rosati built his "Horizon House" in cooperation with the Institute of Physical Medicine and Rehabilitation in New York. Upon completion, he discovered

that over 75 per cent of the special features could make living easier for anyone, and senior citizens in particular.

As a result, the "Viscount" features:

Master light switches which turn all the lights on and off. Room switches are at easy hand level, just three feet off the floor.

Non-skid terrazzo floors.

Ramps for easier entry.

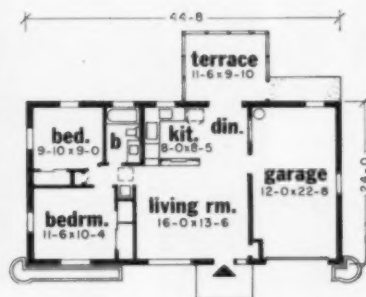
Central heating and air conditioning

with a single thermostatic control.

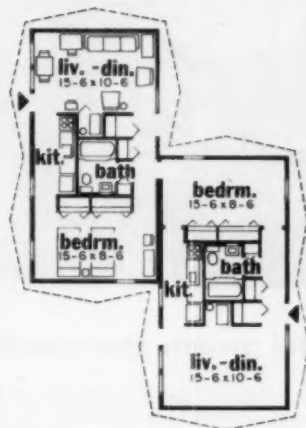
Three foot wide doors.

A sit-down sink at average height, with disposal, a spray hose, and a single handle faucet.

A central vacuum system. Counting optionals, there are 100 new features. Many stem from the DFPA House of Freedom which Rosati also built in Florida to meet the demand.



near as your own home town



This imaginative plan creates a "living site" in New Jersey

A "living site" is more than just a phrase to architect E. N. Turano. It is a concept of planning for living that runs through his whole approach to the problem of building for the elderly.

"The idea is to create a series of views within the project itself," Turano says. "Plan the disposition of the buildings so that you don't develop the usual row houses or the U-shaped formal garden-

type apartments or the in-line grouping."

Houses should be oriented in such a way, he says, that small, subtle outdoor areas are created in the front and back of each unit. There should be more sitting areas, more garden areas which are small and have a feeling of intimacy. Turano prefers this to one big garden area.

A fine example of what can be done along these lines is the project he planned

in Boonton, N.J. Just one block from the main street of the town, it is heavily wooded, beautifully landscaped, and in a quiet residential section.

On approaching a house there, Turano notes, one is presented with a constantly changing view. "There's a new vista to be seen with each turn of the head. You also get a feeling of change looking out from inside the house."



Milwaukee apartments available to \$200 mo. income

George Bockl, a Milwaukee builder, realtor, and real estate investor, is admittedly no philanthropist.

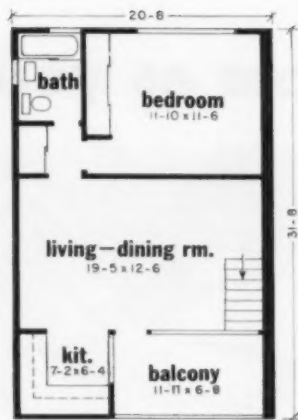
But when a friend from Africa chided him on how well Africans took care of their older people and how little was done along these lines by Americans, he decided to do something about it.

This 94-unit apartment project on a two-acre site along the Milwaukee river is

the result. Open only to persons 55 and over, the apartments are well within the range of people making as low as \$200 a month. Rentals range from \$72 to \$78 a month for the one-bedroom units (552 sq ft) and \$90 for the two-bedroom units (672 sq ft).

A firm believer in operating in the black, Bockl kept the overall construction cost below \$700,000.





Rental garden apartments make retirement attractive

Provide a low-cost rental apartment and community services, says New York State builder Larry Schnall, and retirees will flock to your project. The quick rental of these garden apartments bears him out.

Constructed exclusively for retired people, "Springvale-on-the-Hudson" offers apartments to persons over 60 at rents ranging from \$65 to \$96 a month.

This price covers bus service to town, a

library, party rooms and a community center. It also includes a social director who supervises a host of community activities.

Designed for individual privacy, but not divorced from life, most of the garden apartments have their own terraces overlooking the Hudson River.

The site will be maintained as a natural park in which 30 projected buildings will

take up about six per cent of the 35 acres. The remainder will be devoted to recreation areas, walks with tables and benches from which sweeping views of the Hudson Valley can be seen.

For a fee, Schnall & Berenson are offering architectural plans, complete cost breakdowns, financial aid and their personal services to other builders who wish to build rental units for the aging.

RETIREMENT MARKET—

It matches the general market

And like the general market, *no one type is suitable for all.*

There's a place for every type and price of housing in the over-fifty market.

Rental units, co-ops, town houses—you name it—there are builders who profitably satisfy the demand for that particular type.

You can learn about rental units from Larry Schnall and Mitchell Berenson, Pleasantville, N. Y. They got off to a fast start with their unique Springvale-on-Hudson development.

Of the 400 projected apartments, a total of 163 have already been completed. All but a few are now occupied.

Schnall and Berenson operate on the theory—borne out by sales—that many retired people cannot afford (and want to avoid) the down payments and mortgages which are standard practice in conventional building.

To these people, their project offers low rentals and attractive living units. Rent ranges from \$65 to \$96 a month or about \$30 a room. In addition, the setup enables the older folks to bypass the mainstream of activity, if they wish, and set their own pace.

You can learn about co-op apartments from C. W. Babcock & Sons,

Detroit. For the last five years, Babcock has built and sold about 100 apartments a year to retired—or about to retire—people.

His apartments sell for around \$11,000 cash. Expenses come to about \$35 per month. This covers taxes, insurance, property management, gas, hot water, grass cutting, snow removal plus maintenance costs.

Babcock's customers are not average retirees, he admits. Nevertheless, his experience shows there is a definite need for this type and price of housing, especially among older couples, widows and widowers.

You don't have to be a big builder to sell to the over-fifty market.

Take the cases of John Conard, of Green Bay, Wisc., John Simoni, of Cochrane, Mass., and Malta & DiStefano, Rochester, N.Y. These are all small to medium-sized builders who are edging further into the field.

Marino J. DiStefano says that most of his 22-house volume last year came from older people between the ages of 45 and 60—before the age of retirement. "Older people are easier to sell," he says, "because they recognize quality right away."

You needn't confine your efforts to

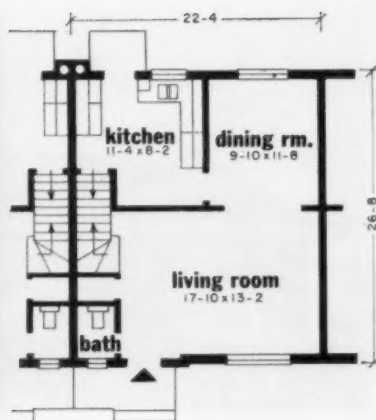
moderate or high-priced housing. The basic demand is for low-cost housing that a newly married couple could afford to buy or rent, reports the Research Department of AB.

A recent study indicated that only 30 per cent of all "spending units" aged 65 and over earned \$3,000 or more. Therefore, builders who only put up housing for the higher income brackets miss the larger part of it.

Sell before retirement

Of those aged 55 to 64, the survey revealed that 62 per cent earned \$3,000 or more. Don't let the dryness of this statistic blind you to its vital significance. It shows that the best time to sell older people housing is *before* retirement. It shows that the best time to sell them is when they're in their fifties. It shows they make considerably more money during this period than they will later on.

(Note: to help builders study the retirement market at greater length, AB has prepared a bibliography of pertinent articles and books in this field. It is available upon request, free of charge. Write to the Research Department of American Builder Magazine, 30 Church St., New York 7, New York.)



Town house living appeals to people in their fifties

Town houses, at first glance, appear to be outside the sphere of regular retirement housing. But on second thought, you'll find that town houses meet the needs of the active-though-just-retired group in many ways.

For one thing, the town house represents a happy compromise between the apartment and the single-family dwelling. For another, it's easier to maintain and

can be kept up on the lower income which most often characterizes people in the retirement house market.

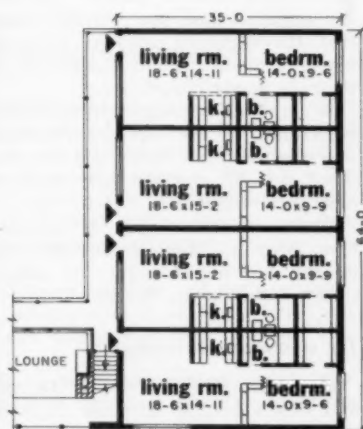
G. L. Drollinger of Chicago attributes its growing popularity among older people largely to the general convenience of town house living.

Depending on model and location, his town houses sell for \$22,500-\$27,500. Despite this price, Drollinger sold more than

half the 25 town houses he built last year to buyers still in their fifties.

Drollinger points his advertising to people over fifty, catering to this segment of the market. From experience, he knows that many people in this age category are avidly seeking a retirement home for their old age. (For a roundup of town houses, see *AMERICAN BUILDER*, March, 1961, p. 101).

in profit-making opportunities



Co-ops free retirees from the cares of house maintenance

Security, convenience, low-cost living—this sums up the special attractions of these co-op apartments for senior citizens in Detroit.

Designed for the person who wants security without the work and care of maintaining a private house, the apartments sell for \$10,500 to \$14,500 cash. Mortgage-free, they give the purchaser the same security as a paid up house.

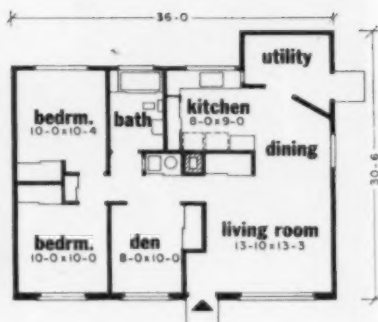
Although the cash requirements are steep, C. W. Babcock & Sons find that widows and widowers make likely buyers.

Each apartment has a separate entrance from the outside, with a porch, and features a picture window. Most apartments consist of a living room, a kitchen with eating room, one bedroom and bath, and ample closet space.

Included in the purchase price is an

electric range and refrigerator, disposal and fan. In addition, two automatic washing machines and dryers are located in the utility room. This adjoins a large storage room equipped with separate lockers for each apartment.

Payments of approximately a dollar-a-day take care of all operating expenses. The sole exception is for electricity, handled by each person individually.



A zoning board can frustrate your sales efforts

Dozens of special features went into this retirement house of Holtzman & Silverman in Detroit. Non-skid floors, no steep stairways, extra wide doors, etc.

Safety and convenience were stressed in every detail of the compact, two-bedroom house. In addition, promotion material pointed out the availability of government financing.

But the firm only had moderate success

with the special section it devoted to retired people in its 200-house development last year.

Why? In a word: zoning. Irving Holtzman cites zoning restrictions as the reason his program for retirees did not work out as well as expected.

The great majority of prospects had incomes of around \$250 a month. To afford the house, which sells for \$10,900,

they needed incomes of around \$320 a month.

The biggest factor in boosting the price out of their reach was the cost of land. In a shortsighted approach to the problem of housing the elderly, the local zoning board refused to let Holtzman & Silverman reduce the lot size.

This kept the house high above the means of many prospects.

RETIREMENT MARKET—

It calls for careful analysis

If you've been a builder for any length of time, you probably know that the over-fifty prospect is much more methodical and discriminating than the young homebuyer.

As a rule, he's more conservative. Sometimes, he distrusts new construction methods. And before you can nail down the sale, he generally requires more careful handling.

Time and patience play a vital role here. After all, this commitment may be the last big decision the senior citizen makes in his lifetime.

Try a mature salesman

Holtzman & Silverman in Detroit find that a mature salesman registers higher sales in this market. Not only is he tactful in handling the older customer, but the prospect places greater value on what the mature salesman says about the house.

A consultant on aging, Mrs. Irene Williams, cites five rules she feels should be observed in selling to the older customer. Whether you have a staff of salesmen working for you or you sell your own houses, these pointers are worth following:

1. Show a real interest in the older person. Listen to, rather than argue

with him to make an impression.

2. Be prepared to keep successive appointments.

3. Keep every promise you make concerning telephone calls, appointments, etc. This helps the older person gain confidence in you.

4. Be willing to talk to relatives whose approval and encouragement the older person may need. Fear of their children's disapproval often hampers oldsters in carrying out plans they find desirable.

5. Know something about social agencies and senior citizen activities in your community. Useful background data you need for your local market analysis will often emerge.

Challenges you must face

Aside from the major problem of selling, there are other challenges in the retirement market which the builder must meet and overcome.

Financing—Conventional mortgages sometimes demand high down payments and heavy installments from older borrowers, due to their shorter life expectancy. (In Minneapolis, Jim Pearson notes, the minimum is 25 per cent.)

However, FHA will insure them if

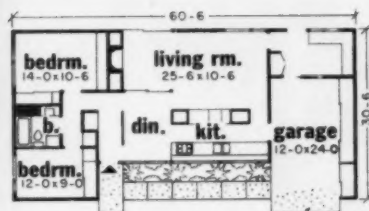
the projected income of the mortgagee is enough to meet the terms of the mortgage for at least one-third of its span. All other requirements, of course, must be met.

Zoning—Since the lot sizes and square footage requirements are generally smaller than the regular market, the local zoning board may throw a roadblock in your path.

In dealing with the local officials, point out how the community benefits from this type of housing. Advantages: extra taxes, but no additional burden to the school system; extra business for local merchants; and a source of help with community activities. Point out, also, that more houses per acre will make up for any loss in revenue per unit.

Trade-Ins—Your ability to handle trade-ins may be a factor in promoting sales. Many prospects in this market already own a home. Your sales volume will depend to some degree on how easily they can dispose of their present homes.

If these homes find a ready market, it gives the prospect that much more incentive to buy. But if the homes prove difficult to sell, then the owners may be discouraged from purchasing a retirement unit.



An enthusiastic reception paves the way for sales

Here's a House of Freedom in St. Petersburg, Fla., that captures the four freedoms the elderly want.

It's designed to eliminate difficult house-keeping, worry about safety hazards, heavy maintenance costs, and the feeling of community indifference to oldster's needs. It accomplishes these objectives with ease, although it took years of research to plan and develop. (See *AMERICAN BUILDER*,

March, 1961, page 118.)

Never before has a house he built inspired such enthusiasm or unanimous approval, reports builder Charles K. Cheezem. Crowds of people come to see the house daily, with more than 5,000 on Sundays.

To alert the public to the presence of something really new, Cheezem used an intensive three-week promotion and ad-

vertising campaign.

Sunday newspapers carried full-color ads. Smaller ads appeared three days a week. Spot announcements appeared frequently on radio and television. On the weekend of the official opening, a six-page section was devoted to the house in one paper.

Such was the response that Cheezem has started 20 more Houses of Freedom.

and low-pressure selling methods

Do you know these facts and figures about the over-fifty market?

Senior citizens now make the decision on every sixth dwelling unit in the U.S. On the basis of 1.3 million units, this means that the annual current market is around 200,000.

More than half of the older people live in ten states. New York, California, Pennsylvania, Illinois, Ohio, Texas, Michigan, Massachusetts, New Jersey and Indiana lead all the states. Conclusion: the market is not restricted to the South.

Eighty-five per cent of all those over 60 are living in homes too large for their needs or too costly to maintain.

Here's the yearly market breakdown. In the Northeast: 40,000-50,000 houses, 20,000-25,000 rental units. All other regions: 20,000-25,000 houses, 10,000-12,000 rental units.

Since life expectancy is 70 years today, according to DFPA, couples can plan on living one-third of their married life after their children have left. This is long enough to make special housing arrangements attractive to them.

Not including the 50 to 60-year group, there are more than 23 million people in the over-60 category. By 1970, it is predicted, there will be 29 million. By 1980: 35 million.

Economists agree that the post-war shortage of homes for young and growing families has largely been met. To operate at peak capacity, the industry must turn to untapped markets.

Like all other markets within the homebuilding field, this one varies in size from city to city, town to town. Don't rely only on national statistics in your locality. Make sure you analyze the local market in depth before entering it. Try to talk the situation over with city, county and township planning officials. You will strike a rich load of data—pro and con—that will influence your own plans for the better.

Contact public utilities, local industries and any newspapers in the vicinity. All of these can fill in the sharp details you need to grasp the overall market picture.

Another idea would be to check your own sales records. This should give you an excellent indication of how many oldsters you attract with your present housing. With some modifications, you may be able to win a larger share of the market.

Don't restrict your choice of sites to the more desirable corner lots. You may price yourself out of prospects.

Interior sites and backland are less expensive. You should make the land's natural values an integral part of the project.

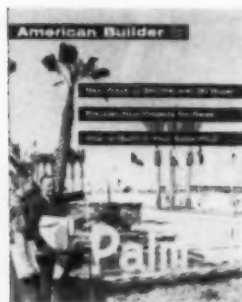
If there are no trees, try to get a social agency to contribute some. Trees and grass are morale builders. With time on their hands, oldsters really prize pleasant surroundings.



OUTSTANDING ASSET of community is broadcast via signs posted along highways.



CAREFREE, PLEASANT SOCIAL LIFE has



RETIREMENT MARKET

Nels Severin sells way

Nationwide attention is focussed on \$30 million project based on new approach to retirement living. Recreational facilities, social activities, a mild climate—all these appeal to the "over-fiftys" who want to keep active.

Strong inducements, each glittering enough to win favor on its own, can be wrapped up in a potent way-of-life package.

This was the sales lesson Win Loftus, president of the Young Home Builders Council in Los Angeles, absorbed when he visited the Palm City retirement community of Nels Severin. (See cover.)

Within a week after the grand opening in March, a total of 282 homes were contracted for—a remarkable record these days. About 15 per cent of the buyers paid cash, the rest taking FHA loans.

Few of the buyers were strangers to house hunting. Many had "shopped" other retirement communities before choosing Palm City. They bought for the very reasons Severin figured they would.

As president of the National Association of Home Builders in 1958, Severin had travelled all over the country, talking to builders. Invariably, he told them it's an industry responsibility to build for senior citizens and represents a new market opportunity.

But before tying up a million dol-

lars in land and another million in improvements, Severin and his partner, H. Marshall Secrest, researched the market thoroughly.

Research shows market

They decided that there's a big "active retirement" market waiting to be tapped. It's comprised of people over fifty, in good health, who want to keep occupied, both physically and mentally.

In keeping with this market orientation, the budding desert community includes few special conveniences for the infirm.

However, doors and halls are about 6" wider to accommodate wheel chairs if necessary. As substitutes for steps, there are ramps between doors and the outside. In addition, special grab bars and plastic tub and shower enclosures with molded-in seats have been installed.

"But we're soft-pedaling this angle in our selling," Severin says. "Most of our buyers do not need these facilities and we don't want to give the impression that the community is for the aged and infirm."

Instead, greater emphasis is placed

on the spacious recreation and activity hall. This houses meeting rooms, card rooms, a stage, an auditorium, a kitchen and a fire pit.

Adjacent to the building is an Olympic-sized swimming pool, complete with a therapeutic thermal pool.

Ads play up an 18-hole golf course, around which all the dwelling units are to be built. Shuffleboard, horseshoe pits and croquet courts also have a role in the promotion.

Future plans call for a shopping center, restaurant, motel and combination medical-dental building. These will help service the people in 400 projected apartment units and 1,400 two- and three-bedroom houses.

Research also showed that active retirees favor a community composed of people having the same general age and interests in life, Severin reports.

Palm City, therefore, restricts sales to people over fifty. At least one member of a family must meet the age requirements.

This has turned out to be one of the strongest factors in the project's success. So far, the average age of the buyers has been around sixty. Most are



been planned in detail for residents of Palm City. Clubhouse will be center of square dances, card tournaments, and meetings.

of life: active retirement ...

still not fully retired and remain active in some form of self-employment.

Bars children

Another angle that pleases prospects is the rule against children. Children may visit in Palm City, but no child under 15 can reside there permanently.

Both research and sales experience have confirmed that a great many people of retirement age wish to get away from the cares and distractions that stem from having children around.

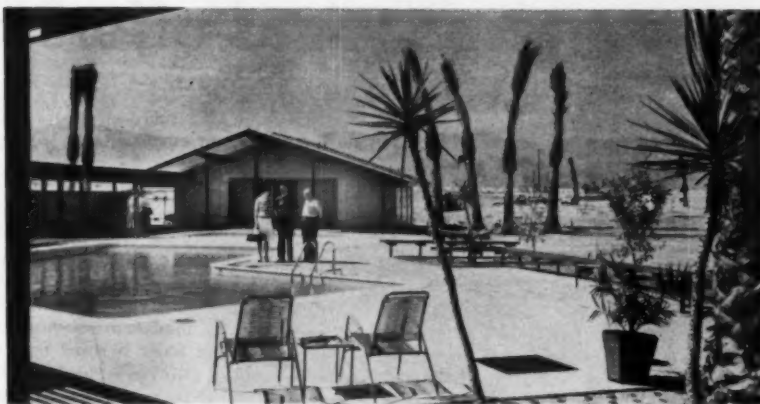
Another survey, this one of retirement towns in Arizona and polled during July, revealed that the mild, healthful climate was high on the list of reasons people gave for buying into the community. It confirmed the developers' opinion, i.e., climate is an important selling point.

Big city advantages

Nor have the cultural and entertainment values of the nearest big city been overlooked. As promotion material points out, Palm City is only 16 miles southeast of glamorous Palm Springs.

Residents never lack for an interesting place to visit. Los Angeles and the ocean are a couple of hours driving time away. To go to snow-covered Mt. Jacinto or Salton Sea's boating and fishing facilities takes only 45 minutes.

Unlike other developers, Severin and Secrest did not make the mistake of



HEATED SWIMMING POOLS invite senior citizens to take part in community sports.



AGE RESTRICTIONS bring people with common interest together, as these folks find.



CLOSEUP VIEW of the active life retired people can expect to lead was apparent on opening day. Four furnished model homes were

RETIREMENT MARKET

... And offers houses to fit a

holding a grand opening based on promises alone.

Four beautifully furnished model homes were up before visitors were invited. The clubhouse, pools and shuffleboard courts were also in. Everything was arranged so that, as visitors drove up, they would get a favorable first impression.

More than 200 full-sized palm trees were appropriately spotted, many lining both sides of the street leading to the models. An impressive stone planter was placed on each side of the entrance to the street.

Another potent factor in attracting

prospects is the emphasis on quality housing offered at reasonable prices.

Broad range of prices

Prices range from \$12,995 to \$17,250, with \$2,500 more for standard 60x100' lots right on the golf course. Of the 223 golf course lots in the first unit, Severin says, all but 13 have been sold.

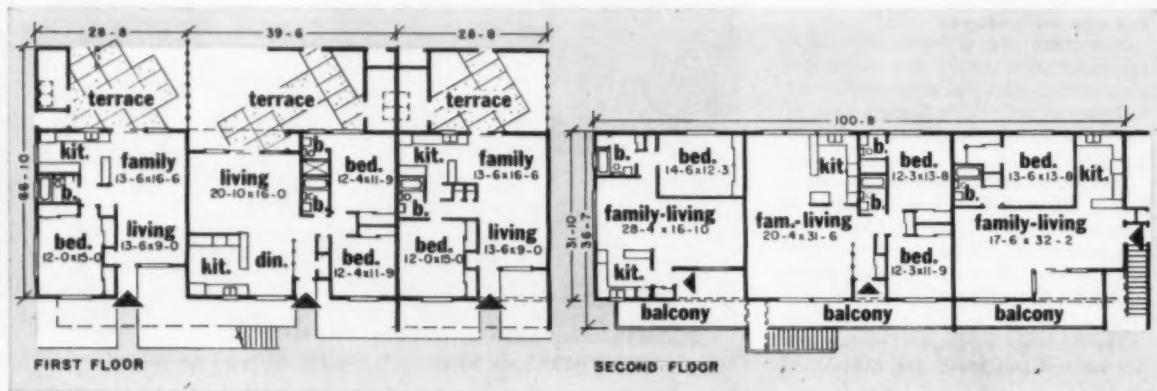
Two of the models have two bedrooms and one bath; a third has two bedrooms and two baths, and another has three bedrooms and two baths. Best-seller of the four is the two-bedroom, two-bath house at \$14,350.

Apartments with one bedroom and

one bath start at \$9,750. Two-bedroom, two-bath apartments are priced at \$12,750 upstairs and \$13,450 downstairs. Two-bedroom, two-bath duplexes are also in the works.

In spite of the low prices, there are many marks of quality throughout the houses. Among the most outstanding are glass-lined water heaters, copper tubing, heavy slab doors, natural wood kitchen cabinets and specially designed plastic tub, shower enclosures.

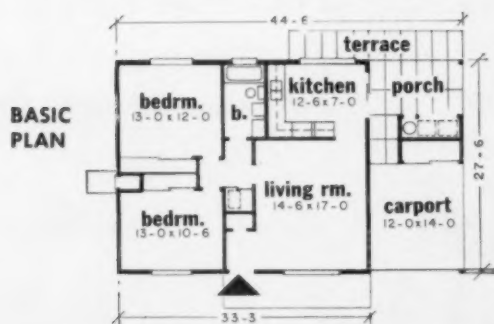
VARIETY OF FLOOR PLANS is possible, even within limitations of small retirement apartments. First-floor units have benefit of separate terraces.





up, and the clubhouse, pools and shuffleboard courts were in.

modest income



DESERT SETTING for houses (designed by architect William Bray) strongly influenced this floor plan. Terrace just outside the living room is readily accessible through sliding glass doors. Design doesn't waste space, makes cleaning easier.



TWO-LEVEL CO-OP APARTMENTS cut down house chores.



MILD CLIMATE makes patios and terraces essential features.



COMPACT "TETON" meets demand for convenient living



PALM TREES and lawns contribute to garden-like atmosphere.



STEPS ARE SAVED for retirees by grouping kitchen built-ins.

BLUEPRINT HOUSE

No. 285



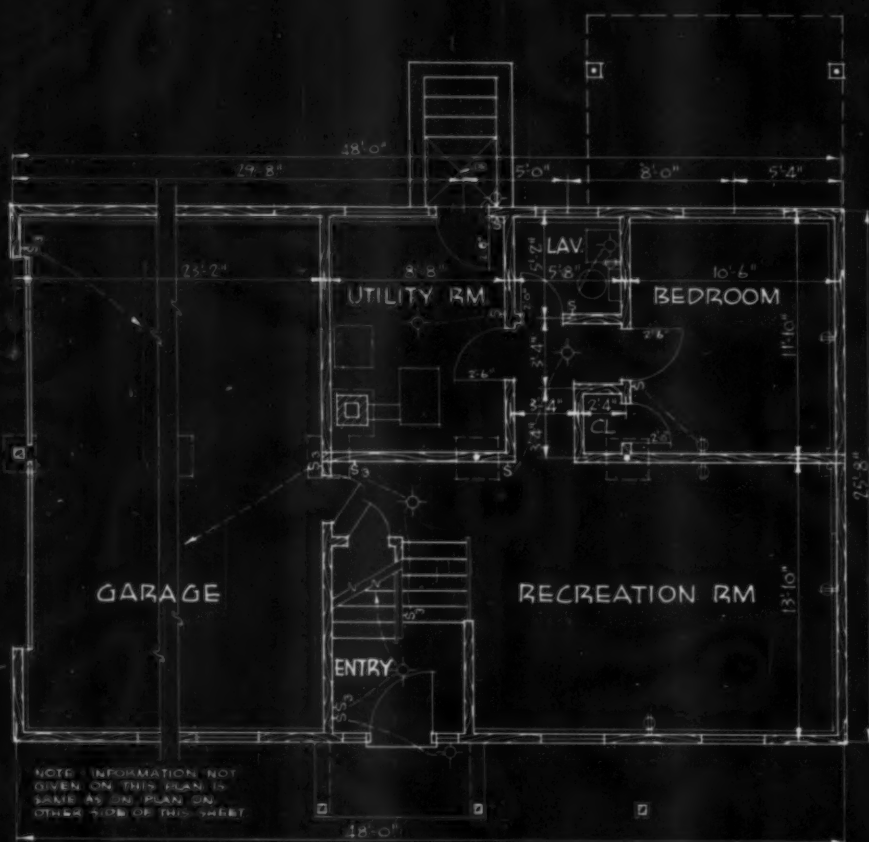
TWO-STORY PORCH adds classic dignity to front elevation; traditional details add nostalgic touch. Lower floor has two-car garage.

Hottest thing in home design...



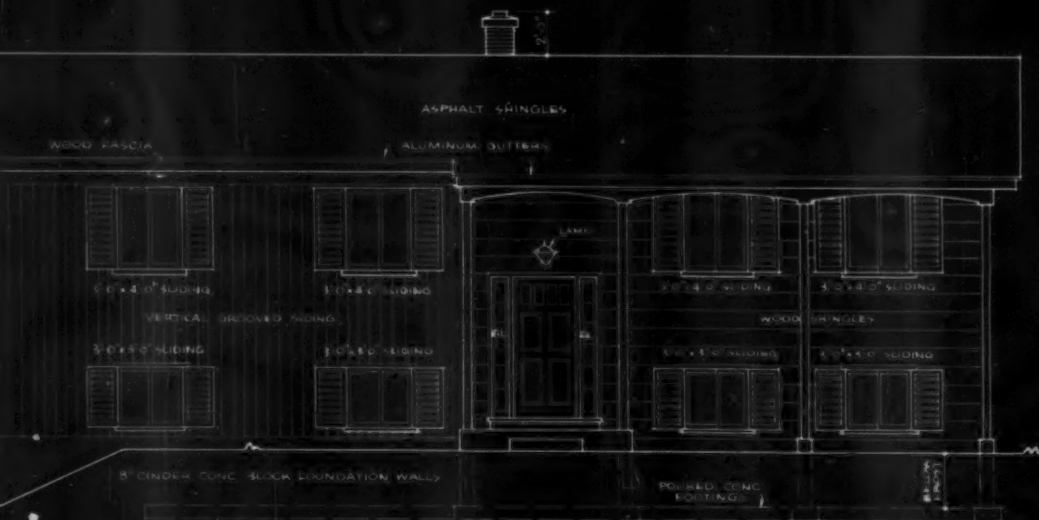
REAR VIEW shows upper sun deck, covered terrace and door leading into large utility room. Bay extends third bedroom.

...the two-story house with



ALTERNATE LOWER FLOOR PLAN SCALE 1/8" = 1'-0"

ALTERNATE FRONT ELEVATION "A" SCALE 1/8" = 1'-0"

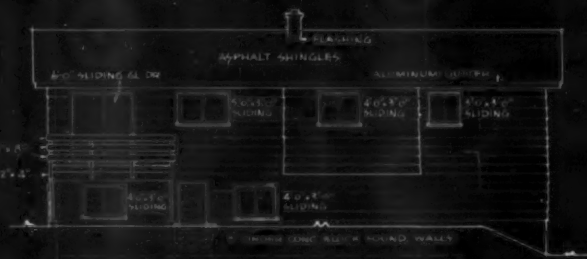




LEFT END ELEV. SCALE 1/8" = 1'-0"



RIGHT END ELEV. SCALE 1/8" = 1'-0"



REAR ELEVATION SCALE 1/8" = 1'-0"



LOWER FLOOR PLAN SCALE 1/8" = 1'-0"



OPEN STAIR well offers view of upper living and dining rooms through wrought iron railing and recreation room below.

Split-level entry cuts stair run

Builder:

Segal Construction Company

Location:

South Orange, New Jersey

Area:

1,250 sq. ft. per floor

Architect:

Herman H. York

The house shown here represents a hot new trend in home design. It marks the revival of the two-story house, long obscured by preoccupation with one-floor open plans, rambling ranches and split level and one that has served us well over centuries. However, it's not the same old two-story of yore; something new has been added. Gone is the long flight of stairs connecting the floors, one of the drawbacks of this kind of planning, and, in its place, we have a split-level run with the main entrance half-way between the two. This cuts the run in half and makes

the design doubly attractive to today's homeowners.

Anyone who's ever lived in or owned a full two-story house is well aware of its many virtues. Where, for instance do you find so many livable rooms under a single gabled roof? It's the easiest kind of house to heat and the very nature of its rectangular plan results in eight outside corners, four to a floor, that offer the luxury of cross-ventilation to most principal rooms. Framing, too, is economical. These and many other "plus" factors have made it a best seller among models being put up by the Segal Construction Company of New Jersey, builders of our Blueprint House. Other builders back up their enthusiasm.

The house was built on gently rolling property, an economy since it allowed the main entrance to be located without excavating and back-filling. The topography also made use of foundation walls as enclosures for the lower floor. Furthermore the driveway to the garage took advantage of the natural slope.

In keeping with the colonial design, wide shakes, pre-painted a dark charcoal grey, were used to cover all outside walls, accented by white posts, trim, shutters and main entrance. The roof is of white asphalt shingles for their decorative and sun-deflecting qualities. Sliding aluminum windows are a concession to modern technique but fit naturally into the scale of the overall design.

From the main entrance access to both upper and lower floors is by short stair runs. Above we find a living room, dining room, kitchen, three bedrooms and two baths; the lower floor adequately houses a large utility room, 2-car garage and recreation room.

Turn page for estimating list.

Quality Products—Outside cedar shakes, National Shake Panels; oak flooring, E. L. Bruce Co.; vinyl tile, Kentile; kitchen cabinets, National Kitchens; paints, inside and out, Multi-Color Lacquer & Enamel; plumbing fixtures, Kohler; inside partitions, U. S. Gypsum; asphalt roofing, Flintkote Co.; heating, G.E.

split-level entrance



**SECOND HALF OF BLUEPRINT
FOLDED UNDER.**

American Builder's Blueprint House

Estimating Takeoff List

AMERICAN BUILDER HOUSE NO. 285

L = lin. ft.	C = cu. ft.
S = sq. ft.	U = unit(s)
FIRST FLOOR AREA	1,260 S
BASEMENT FLOOR AREA	640 S
GARAGE FLOOR AREA	590 S
EXT. PLATFORM FLOOR & APRON AREA	85 S

—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pile	5,895 S
Earth Basement Excavation	3,770 C
Earth Floor Excavation	760 C
Earth Arway Excavation	170 C
Earth Foundation Exc. & B'fill	440 C
Earth Column Foot. Exc. & B'fill	75 C
Earth Wall Foot. Exc. & B'fill	40 S
Exc. Mater. Foundation Backfill	850 C
Exc. Mater. Porch Sub-fill	60 C
Gravel 4" Fir. & Platf. Sub-fill	1,180 S
Water Encountered Drainage	Sum

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wt. Pier & Chim. Footings	200 C
2500# Conc. Wt. Pier & Chim. Footings Forms	285 S
2500# Conc. 4" Floor Slab O.G.	1,135 S
2500# Conc. 4" Platform Slab O.G.	45 S
2500# Conc. 4" Apron Slab O.G.	40 S
2500# Conc. 10"x7" Steps Form & Finish	15 S
Monolithic Floor Finish	1,135 S
Monolithic Platform Floor Finish	45 S
Kraft Paper Platform & Floor Prot. & Curing	1,180 S
Plastic Floor Vapor Barrier	1,135 S
Trade Items Set-In	Sum

—BRICK & BLOCK CONSTRUCTION & VENEER—

Face Brick 4" Chimney Veneer	20 S
Common Brick Chimney Construction	30 C
Cinder Block 8" Foundation Wall	610 S
Cinder Block 4" Wall Pilaster	10 S
Terra Cotta 8x8" Chimney Flue	25 L
Mortar 2" Chimney Wash	2 S
Mortar Block Fill	45 C
Acid & Mort. Expos. Block Clean & Point	560 S
Acid & Mort. Expos. Brick Clean & Point	20 S
Trade Items Built-In	Sum

—LUMBER FRAMING & CONSTRUCTION—

4x12" Fir Joist Girder	50 L
4x10" Dr. Fir Balcony Beam	15 L
4x4" Fir Porch & Garage Post	70 L
2-2x10" Fir Door Headers	20 L
2x10" Fir 16'-o.c. Floor Joist	1,260 L
2x10" Fir Dbl. & End Fir. Joist	120 L
2x10" Fir Joist Box	95 L
2x8" Fir Roof Ridge	55 L
2-2x6" Fir Wall Plate	10 L
2x6" Fir 16'-o.c. Part. Studs	60 S
2x6" Fir 16'-o.c. Ceil. Joists	1,460 S
2x6" Fir 16'-o.c. Balcony Joists	95 S
2x6" Fir Wall Sill	10 L
2x6" Fir Dbl. & End Rf. Joists	50 L
2x6" Fir 16'-o.c. Roof Joists	1,670 S
2-2x4" Wall Plates	550 L
2x4" Fir 16'-o.c. Wall Studs	1,900 S
2x4" Fir 16'-o.c. Part. Studs	1,730 S
2x4" Fir 16'-o.c. Gable Studs	110 S
2x4" Dr. Fir 6'-o.c. Balcony Flooring	95 S
2x4" Fir Wall Sill	500 L
2x4" Fir 16'-o.c. Soffit Outlookers	130 L
2x4" Fir 16'-o.c. Porch Ceil. Joists	90 S
2x4" Fir Railing Supports	60 L
2x3" Fir Wall Plate	10 L
2x3" Fir Wall Sill	10 L
2x3" Fir 16'-o.c. Part. Studs	30 S
1x4" Pine Sq. Edge Fir. Lining	1,260 S
1x3" Pine Joist Bridging	195 L
7/8" T&G Pine Wall Lining	1,715 S
7/8" T&G Pine Roof Lining	1,670 S
Asphalt Wall Shakes	1,715 S
Asphalt Roof Shakes	1,670 S
15# Felt Floor Isolation	1,260 S
15# Felt Wall Isolation	1,715 S
15# Felt Roof Isolation	1,670 S
3/4" Plyscore Floor Lining	135 S
Fiberglass 4" Ceiling Insulation	1,870 S
Fiberglass 2" Wall Insulation	1,715 S
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum

—METAL SHEET WORK—

16-oz. Copper 8" Chimney Flashing	5 L
16-oz. Copper 8" Chimney Step Flashing	5 L
16-oz. Copper 4" Dr. & Window Drip Flash.	45 L
Aluminum 4" Roof Gutter & Acc.	100 L
Aluminum 2"x3" Roof Leader & Acc.	70 L
Aluminum Leader Strainers	5 U
Aluminum 1"x1/2" Wall Louvers/Scrs	2 U
16-oz. Copper 4"-d. Vent Pipe Flash.	2 U

—METAL ORNAMENT & MISC. WORK—

Cast Iron 8x8" Cleanout Door & Frame	1 U
1/2"-d. Steel 12" Anchor Bolts & Nuts	20 U
Wrought Iron 3" Stair Railing & Acc.	20 L
3/4"-d. Steel Lolly Column & Plate	45 L

—GYPSUMBOARD CEILING & WALL BOARDING—

Gypsumboard 1/2" T.J. Ceil. Boarding	1,190 S
Gypsumboard 1/2" T.J. Wall Boarding	3,040 S
Gypsumboard 1/2" Wall Lining	210 S
Gypsumboard 1/2" T.J. Ceil. Boarding	1,135 S
Gypsumboard 1/2" T.J. Wall Boarding	1,415 S
Metal Corner Beads	90 L

—CERAMIC FLOOR & WALL TILING & BASE—

Ceramic Floor Tiling	55 S
Ceramic Wall Tiling	210 S
Ceramic Wall Base	35 L
Marble 1x4" Door Saddles	6 L

—VINYL & RUBBER FLOOR TILING & BASE—

Vinyl 1/2" Floor Tiles	135 S
Rubber 1/2x4" Wall Base	40 L

—WOOD EXT. & INT. MILLWORK—

1 1/2" W.P. & Glass 4'x6'x8" Glaz. Entr. Dr. Sid.	1 U
1 1/2" W.P. & Glass 2'x6'x8" Glaz. Entr. Dr. F&T	1 U
1 1/2" W.B. Fin. 2'x6'x8" Flu. Int. Dr. F&T	3 U
1 1/2" H.B. Fin. 2'x6'x8" Flu. Int. Dr. F&T	3 U
1 1/2" H.B. Fin. 1'x4'x6" Flu. Int. Dr. F&T	1 U
1 1/2" H.B. Fin. 2'x6'x8" Flu. Int. Fold. Doors	4 U
1 1/2" Fir. & Pine 9'x2" O.H. Dr. Tracks & Acc.	2 U
3/4" W.P. & Plywd. 1'10x1'12" Access Dr. F&T	1 U
Alum. & Glass 6'x6'x8" Slid. Ext. Dr. F&T	1 U
W.P. & Glass 5'x3' Sliding Windows, F&T	1 U
W.P. & Glass 4'x3' Sliding Windows, F&T	3 U
W.P. & Glass 3'x4' Sliding Windows, F&T	4 U
W.P. & Glass 3'x3' Sliding Windows, F&T	7 U
P. Fin. B. Ven. 8'x2'x3" Sink Cabin. & Hdwr.	1 U
P. Fin. B. Ven. 2'x4'x2'x6" Oven Cab. & Hdwr.	1 U
P. Fin. B. Ven. 3'x2'x3" Base Cab. & Hdwr.	1 U
P. Fin. B. Ven. 10'x4'x2'x1" Wall Cab. & Hdwr.	1 U
P. Fin. B. Ven. 3'x6'x2'x1" Wall Cab. & Hdwr.	1 U
Lamin. Plastic Counter Tops & S.B.	25 S
White Pine 1'x6'x4" Window Shutters & Acc.	8 U
White Pine 1'x6'x3" Window Shutters & Acc.	8 U
White Pine 1'x6'x5" Roof Fascia	95 L
White Pine 1'x6'x6" Roof Rake	75 L
White Pine 1'x6'x6" Roof Fascia	35 L
White Pine 1'x6'x6" Post Box In	90 L
White Pine 1'x8'x8" Railing Boarding	110 L
White Pine 1'x4'x4" Wall Base	305 L
White Pine 1'x4'x4" Post Box In	90 L
White Pine 1'x2'x2" Fascia Crown Mould	75 L
White Pine 3/4" Quart. Rd. Fascia Mould	195 L
White Pine 3/4" Quart. Rd. Base Mould	305 L
White Pine 1'x12" Closet Shelves	60 L
White Pine 1'x2" Shelf Cleats	95 L
Fir. & Pine 7Rx3" Inter. Stairs	1 U
Fir. & Pine 6Rx3" Inter. Stairs	1 U
1 1/2"-d. Fir. Clothes Pole & Brackets	25 L
Ext. Plywood 1/2" Ceiling Boarding	90 S
Ext. Plywood 1/2" Soffit Boarding	160 S
Oak. & Mastic Door & Wind. Caulking	260 L

—OAK 25/32" FINISH FLOORING—

Oak 25/32" Finish Flooring	930 S
Machine 3 X Finish Flooring Sanding	930 S

—METAL & GLASS TOILET ROOM ACCESS—

Mtl. & Glass 18"x24" Medic. Cabinet	2 U
Chrome Metal Toilet Paper Holders	2 U
Chrome Metal Soap Holders	2 U
Chrome Metal Tumbler & T.B. Holders	2 U
Chrome Metal Soap Dish & Grab Bar	2 U
Chrome Metal Towel Bars	4 U
Mtl. & Fabric 5' Shower Rod & Curtain	1 U
Mtl. & Fabric 4' Shower Rod & Curtain	1 U

—METAL FINISH HARDWARE—

Metal Exter. Door Cylind. Locks	2 U
Metal Inter. Door Latch	2 U
Metal Inter. Door Lock Sets	7 U
Metal Slid. Door Lock Sets	1 U
Metal Fold. Door Tracks & Acc.	4 U
Metal Exter. Door Hinge Sets	2 U
Metal Inter. Door Hinge Sets	7 U
Metal Window Locks	15 U
Metal Access Door Hdwr. Set	1 U

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millwork 3 Coats	3,460 S
Lead & Oil Int. Millwork 2 Coats	1,060 S
Lead & Oil Gypbd. Walls 2 Coats	4,455 S
Lead & Oil Gypd. Ceiling 2 Coats	2,325 S
Lead & Oil Windows 3 Coats	325 S
Lead & Oil Doors 3 Coats	150 S
Lead & Oil Block Wall 2 Coats	560 S
Stain & Varn. Doors 4 Coats	650 S
Varnish Oak Floor 3 Coats	930 S

—PLUMBING SYSTEM & FIXTURES—


Water Serv. Connection & Piping	1 U
Sanitary Serv. Connection & Piping	1 U
Gas Serv. Connection & Piping	1 U
Gas Furnace Connection & Piping & Access.	1 U
Hose Bibb, Connection & Piping & Access.	2 U
Lavatory, Piping & Accessories	2 U
Bath Tub, Piping & Accessories	1 U
Water Closet, Piping & Accessories	2 U
Kitchen Sink, Piping & Accessories	1 U
Shower Head Piping & Accessories	2 U
Shower Drain Piping & Accessories	1 U
Elec. H.W. Htr. Piping & Accessories	1 U
Laundry Tub, Piping & Accessories	1 U

—HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 U
Gas Warm Air Ducts & Registers	13 U
Gas Warm Air Temp. Control Equipment	1 U
Gas Warm Air Furnace Filters	2 U
Gas Warm Air Vent Stack & Connection	1 U

—ELECTRICAL SYSTEM & FIXTURES—

Electric Service Connection	1 U
Electric Service Panel & Switch	1 U
Telephone Service Connection	1 U
H.W. Heater Connection & Wiring	1 U
Oven, Connection & Wiring	1 U
Range, Connection & Wiring	1 U
Exhaust Fan, Connection Hood & Wiring	1 U
Single Switch Outlets & Wiring	13 U
3 Way Switch Outlets & Wiring	9 U
Conven. Recept. Outlets & Wiring	24 U
Light Outlets & Wiring	14 U
Entry, P. Bul. Chime & Wiring	2 U
Ceiling Fixtures & Bulbs	10 U
Wall Fixtures & Bulbs	2 U
Exterior Fixtures & Bulbs	2 U



one in a million

Charles Clotfelter of Marietta, Georgia, is cured of cancer, like more than 1,000,000 other Americans. He owes his life to his own vigilance. He went to his doctor *in time*. Charles Clotfelter is living proof that many cancers can be cured if detected and treated early. Do you protect yourself with an annual health checkup? It's your best insurance against cancer.

AMERICAN CANCER SOCIETY



How Do Your Model Houses Stack Up?

PLAN NOW TO ENTER

American Builder's Quality Model Home Contest

It's new... It's different... It's free... It's easy.

Win National recognition—judges will select the best model homes built in 1961.

All houses—North... South... East... West—have an equal chance to win.

Judging will be on the basis of square footage—*not* price.

Three categories: (A) under 1200 sq. ft. (B) 1200-1800 sq. ft. (C) over 1800 sq. ft.

HERE'S HOW YOU ENTER

- Each entry must have been open to the public in 1961
- Each entry should include
 - full set of working drawings
 - photo of the builder
 - one exterior photo
 - completed data sheet
 - two interior photos
 - samples on how you merchandise quality
- Each entry package should be no larger than 24" x 36"
- Each entry should be received by Oct. 4, 1961

FOR COMPLETE DETAILS

Write for entry forms to—

Contest Editor, American Builder, 30 Church St., New York 7, N. Y.



Give them a place to relax. . .



To do their shopping. . .



Give them the "status" of a golf course. . .



Or a yacht club. . .

PLANNING BETTER PROJECTS

Offer your buyers a "way

● Buy a house in Ed Mears' rambling Rusic Hills development in Medina, Ohio and you're buying membership in a country club with a fast 18-hole golf course, use of 100-acre lake, superb rolling wooded terrain all only 10 min. away from a shopping center. You'll be buying custom and prefab houses and—"a way of life."

● Buy one of Mackle Bros. retirement houses (Florida) and you'll be buying a smart house with a closed-in swimming pool, a back-yard canal that leads to some of the finest fishing waters in the North American continent. Add to this membership in a smart yacht club and—this is a builder innovation—even a job in one of the small industrial plants lured into the area by General Development Corp.

● Buy one of Harmony Homes scattered-lot homes in San Gabriel, Calif., and you'll be moving into and becoming part of a well-established, town community.

● Buy a Tom Dillon home in Akron and your children will have a community swimming pool and playground within walking distance from the house.

Study any of the ideas that appear on these pages and you'll find no two really alike except in two respects. Each adds "something extra" that helps sell houses; and each gives the homebuyer a "way of life" as well as a house. This is the trend in project planning today. Buyers want more than just a house.

Back during the post-war shelter boom, foremost in the minds of buyers and builders alike, was the need to put up houses as fast as possible. Buyers wanted homes and were willing to wait for shopping centers, swimming pools, and golf courses.

But, about two years ago, a phe-



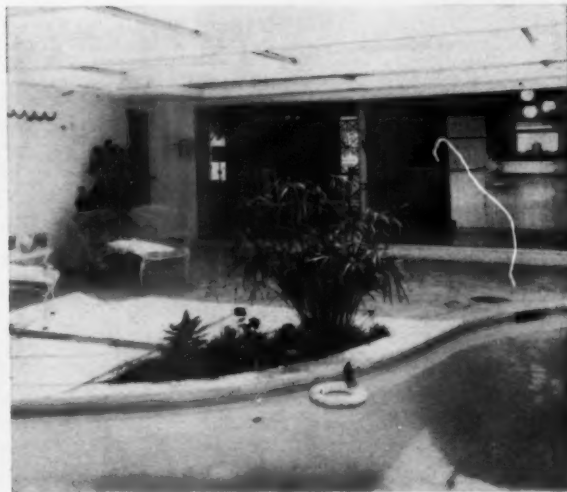
To worship together. . .



Even play together



An outdoor pool. . .



Or, better yet, an indoor pool

of life" along with a house

nomenon took place. The homebuyer suddenly changed from a buyer who simply wanted a roof over his head to a buyer who demanded with a house status, charm, livability, a self-contained community. If these requirements weren't fulfilled buyers became scarce. And when buyers turned up they proved a fussier breed.

Market research experts such as Washington's Stanley Edge and New Canaan's Jim Mills prophesied the change years earlier. But not too many builders heeded the warning. When the housing recession struck, blame for poor markets were attributed to everything from tight money to over-build-

ing. Still, AMERICAN BUILDER editors returning from field trips reported that every city boasted at least one builder selling "hot."

In every case builders were selling by following three basic precepts. They (1) were building to their market demand, learned through local market research; (2) were providing "something extra" with the house; (3) were selling a "new way of life" along with the house.

Ed Mears in Medina, Ohio, sells manufactured and custom homes in his nationally known Rustic Hills development. All are quality homes; but buyers flock to his subdivision and lay

out their down payments because Mears offers them something more.

Offered is a huge lake he created by damming up a stream, a country club remodeled from a barn changed into a smart community gathering place, personalized living between trees, winding roads, and a built-in charm many builders long believed buyers haven't wanted since Colonial days.

According to Miami's Mackle Bros., what lures retirement buyers to Florida is the promise of a "lighter load" as represented by industry that offers citizens part-time employment, plus yacht clubs, fishing, churches, along with a quality house.

Adding "sight" to your site

● Buy a Paradise Palms estate in Las Vegas, Nev., and you'll be buying an 18-hole golf course, winding streams, tennis courts, and volley ball courts.

● Buy one of Atkinson's reservoir-fronted "Shorewood" homes (Indianapolis) and you buy all of the beauty nature left on the banks of the waterway along with a country club, a sailing club, and even a full view of many apartment houses that make the project a self-contained community. The builders sell this as a "once in a lifetime" community.

● Buy a Pacesetter home in Matteson, Ill., a suburb of Chicago, and you buy a whole community that includes parks, swimming pools, sites for a public grade school and for churches of several denominations. Besides, you'll get a modern sewage disposal plant and waterworks all near major transportation arteries.

● Buy a Bob Schmitt home in Berea, Ohio, and you'll be buying property that had been planted with trees two years earlier, and a community swimming pool.

Different builders approach "way of life" selling in different ways. But, for the most part, their efforts provide buyers with an atmosphere that is eye-pleasing and fun.

Builders Irwin Molasky and Merv Adelson sell their Paradise Palm Estates in Las Vegas, Nev., as a community of fine homes in a country club atmosphere. This is a big subdivision—1,500 lots. But the builders didn't stop with the homebuilding. The subdivision will enclose an 18-hole golf course and a 6½-acre park with three lakes and a winding stream. The park will be donated to homeowners along with a swimming pool, baseball diamond,



How much can a bird house cost?



Or a handsome back-yard divider?



How costly can this colorful walkway be?



Or this handsome entryway?

will boost your house sales

tennis courts, volley ball courts. But the builders claim its cost—only \$65 per lot for the 1,500 lots—will make it a small price to pay for the sales lift it will give the development. Another touch-out of reach for most builders—was 62-bed hospital they put up on adjoining land as a “sidewise” business venture.

“Way of life” living was added to individual homes as well. One model has a patio in front enclosed with perforated hardboard fencing. Louvered hardboard combined with concrete block also enhances the front exterior.

Sometimes, seemingly unusable land offers opportunities for conversion into

selling a “way of life” to prospects.

Land surrounding one of two reservoirs serving Indianapolis recently was made available by the water company for development as a private home site. This involved some 2,800 acres. Atkinson & Company under the auspices of Shorewood Corp., a wholly-owned subsidiary of the water company, put the land to work. The rolling land heavily forested with fir trees—was plotted for one to 10-acre lots conforming to the natural terrain. The development, named Shorewood, is designed for homes in the \$40,000 and up range. Key to the development will be retention of as many trees as possible.

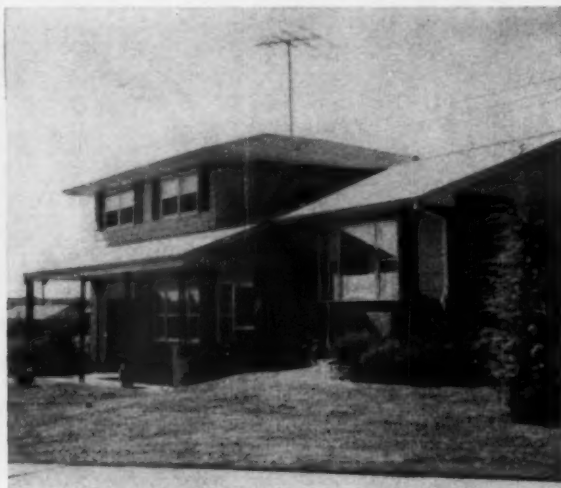
But another feature Warren M. Atkinson will offer buyers is a fine golf course, sewage disposal plant, a community water system, and a country club. All this on land previously regarded as a liability.

Berea, Ohio's Bob Schmitt plants trees on lots he doesn't plan to build on for years. This, he says, is to give the trees a good start before he puts up the houses—a far cry from the days when builders stripped land clean before building.

Often overlooked by builders—but as important to “way of life” selling as visual community planning—are “convenience” touches. These are seem-



Or not cutting down the trees?



Or building a simple brick planting area?



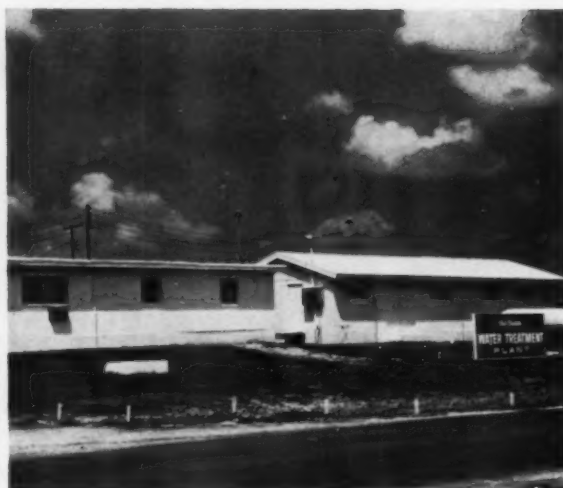
Even this glorious night lighting?



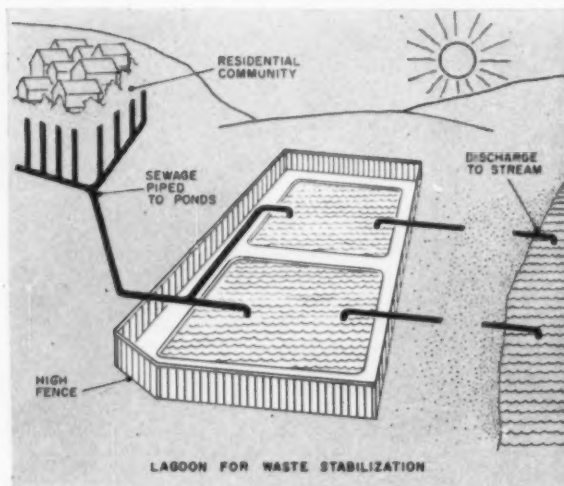
Or this simple, rustic fence?



Giving your buyers "T-V" reception?



How about clean water treatment plants?



Or modern sewage treatment facilities?



And bulkheaded back-yard canals?

PLANNING BETTER PROJECTS

These "extras" go a long way

ingly insignificant items that add considerably to saleability.

A good example is the guaranteeing of good TV reception by Marchant Development Company for all buyers moving into their 44-house Silver Dell tract in Lafayette, Calif.

This subdivision is located in a land "pocket" which is blind to TV reception. Marchant solved this problem by installing a master antenna tower to which the homes are linked by cable. A cable runs from the tower to the nearest home and then over to other homes in the tract in relays. In about every sixth home the builder fits a "booster" to continue the relay. Wires are hidden by trees and the tower is

graceful in design. The added cost amounts to \$144 per lot but good TV reception is a big factor in sales.

Other saleable features that might form part of a subdivision are many. With growing interest in waterfront property builders have found they can dredge streams and use fill to build up the land. Frequently they only slope embankments leaving bulkheading to the homebuyer. Homebuyers often will not shore up stream banks for years. So, the builders who sell bulkheading gain a sales advantage.

Unobtrusive water treatment plants made to look in harmony with the community add a sales touch. A sales feature might be a lagoon-type sewage

treatment plant. Sewage is piped from homes to ponds for natural stabilization in the atmosphere. Natural action of algae and sunlight neutralizes the waste to form 95 to 99 percent efficiency in a 220-day retention time. Water surface levels may be changed at will to prevent mosquitos and other insects from breeding. A high chain link fence prevents children and pets from wandering into the lagoon area. Cost? About \$10,000—a big saving from more conventional systems.

Homes that belong to a community, little "sight" touches, community facilities—all these spell better project planning and so help sell today's buyers what they want: "a new way of life."

Electric heat? Builders say "yes"

The future outlook for electrically-heated homes is "light bulb bright." This is the opinion of more than a hundred Chicago builders, who have had the experience constructing and selling electrically-heated homes and apartments—about 4,000 of them—in the Chicagoland area.

A spot check made recently revealed these conclusions:

- Builders who have worked with electricity as the home or apartment heat source are personally "sold" on it. Most structures are heated with base-board heaters in each room.

- The big problem is simply "fear of the unknown" on the part of buyers. Most builders believe a greatly

expanded educational program by power companies and others concerned is needed to educate prospects about the advantages of electrical heating systems.

- Across the board, it costs more to build and heat an electrically-heated home at present, but this could change dramatically by about 1965 as utilities cut rates.

- Proper insulation and "tight construction" is the key to comparatively economical operation.

In the Chicagoland area, power companies recommend that each style home be studied individually to determine items like heat loss and the amount of insulation required. The

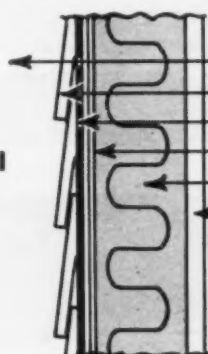
firms insist insulation is the key to economical operation of electrically-heated homes.

Generally, most homes surveyed had 2" of rigid, foamed-plastic insulation in the floor, 4" batts or blankets in the walls, and 6" of blanket, blown-in or loose-fill insulation in the ceiling the report showed.

Both power companies and builders felt that homes must be tightly caulked and equipped with complete storm windows and doors, complete weatherstripping, and adequate vapor barriers—such as asphalt building paper.

Power companies also recommend insulation board sheathing for additional insulation value.

Wood Shingled Wall Calls for Additional R-Safety Factor



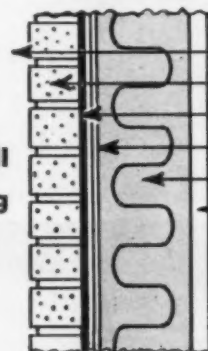
OUTSIDE AIR FILM	R 0.17
WOOD SHINGLES	R 0.87
BUILDING PAPER	R 0.06
25/32" INSULATION BOARD SHEATHING ..	R 2.06
BATT OR BLANKET 3-5/8"	R 11.00
1/2" GYPSUM WALLBOARD	R 0.45
INSIDE AIR FILM	R 0.68

TOTAL R 15.29

MINIMUM RECOMMENDED R 14.29

ADDITIONAL SAFETY FACTOR R 1.00

Brick Veneered Wall Shows Tight Building Electric Heat Needs



OUTSIDE AIR FILM	R 0.17
4" BRICK	R 0.44
BUILDING PAPER	R 0.06
25/32" INSULATION BOARD SHEATHING ..	R 2.06
BATT OR BLANKET 3-5/8"	R 11.00
1/2" INTERIOR GYPSUM BOARD	R 0.45
INSIDE AIR FILM	R 0.68

TOTAL R 14.86

MINIMUM RECOMMENDED R 14.29

ADDITIONAL SAFETY FACTOR R 0.57

Wood Sided Wall Has Additional Safety Factor of R 0.94



OUTSIDE AIR FILM	R 0.17
WOOD SIDING	R 0.81
BUILDING PAPER	R 0.06
25/32" INSULATION BOARD SHEATHING ..	R 2.06
BATT OR BLANKET 3-5/8"	R 11.00
1/2" GYPSUM WALLBOARD	R 0.45
INSIDE AIR FILM	R 0.68

TOTAL R 15.23

MINIMUM RECOMMENDED R 14.29

ADDITIONAL SAFETY FACTOR R 0.94

SWIMMING POOLS: The



extra splash that sells houses

◀ Private backyard pools boost sales

for many builders.

Mass production, teamed with an easier financing, has made a pool package available to most middle incomes. Installation is no problem, if the pool is planned with the house and on the lot.

◀ Community pools in subdivision are becoming more and more popular with top builders who use them to merchandise community development living. Other recreational facilities—tennis, golf, playgrounds—are often added to produce a "country club" effect.

◀ The trend is to private indoor pools—especially in climates where outdoor swimming is curtailed most of the year. Leaders in the swimming business predict that in 5 to 10 years, a pool will be as integral to a house as a family room is today.

Swimming pools sell houses, and if you're not already in the swim, come on in—the water's fine! This is the summation of the 1961 swimming pool market from both the residential and community standpoint.

Pool manufacturers predict that about 70,000 pool units will be installed this year, mirroring the growth record from 1954 to 1960 when pool construction topped its own dollar volume at an annual rate of 25%. Last year, because of the weather (a cool spring throughout the nation, excessive rain in Texas, a cool summer in many sections) and the building recession, pool sales dipped. Yet, it was the second best pool year in history—56,500 pool units!

For the future, Robert Hoffman, publisher of *Swimming Pool Age* estimates 250,000 pool units in 1970.

Back of the boom is price.

For example, in 1948 the cost of a residential pool was about \$12,000. Today, a better pool can be installed for less than \$4,000. Too, the builder that in 1948 could install two pools annually was lucky to get the job done. But improved methods and construction puts this figure at 20 to 75 pools annually this year.

Your opportunities

Total the costs and average them out, and the backyard pool costs about \$3,800 to put in. However, there are many manufacturers that are producing pools—quality pools—in the \$2,000 price range. Some of them are even lower than this figure. The national figures averaged out this way (check your area):

Northwest	\$5,300.
California	\$3,200.
Texas, Southwest	\$3,900.
Mountain States	\$4,300.
Midwest	\$4,700.
Florida	\$2,600.
South	\$4,600.
Northeast	\$4,800.

To give you an insight on the financing aspects, five year terms still account for the bulk of the business—66% last year, with a three year term set at 21%. Down payments were required for 61%, according to the National Swimming Pool Institute (NSPI). All in all, there's no problem for a homeowner—or prospective homeowner making from \$5,000 up—to afford a pool.

The community pool

More and more builders are finding that a builder is no longer selling a house—it's a community. This includes,

basically, better streets, more landscaping, and—most of all—recreational facilities. The prospective homeowner today wants a place for the kids to play . . . an area set aside for the men of the Elm St. "Tigers" to play baseball on Tuesday nights, or hold a picnic on the Fourth of July.

Swimming pools play a mighty big role in this kind of planning, as some of the nation's builders are finding out: Vern Donnay, Minneapolis; Strauss Brothers, Omaha; J. C. Nichols Co., Kansas City.

The club pool (there were 22,100 to 1961) is an important growing trend, reports the NSPI. There are several ways in which you can finance it:

1. Build and pay for it and turn it over to the residents in the subdivision. Include the cost in your general land development costs.
2. Regain your costs by selling the area to the homeowners who buy.
3. Build the pool and operate it yourself. This works like owning a shopping center. Residents and non-residents are free to join for a fee.
4. Offer a pool site when you start selling the subdivision. Then, at that time, offer to build the pool. Later, let the homeowners organize the project and sell it. You might own the land and donate it, or offer to build the pool at your subcontractor cost.

The private pool

The private pool is a real buster when it comes to selling houses—especially for the small volume builder.

For example, a smart builder on Long Island offered the option of a private pool in his development. The first day he opened, more than half of the houses were sold with pools. Another case history was in Scotch Plains, N.J.; there were 38 houses in the development: all 38 had swimming pools. They sold.

This year, more than ever before, pool manufacturers are bucking for your business. Through development of new materials and techniques, prices are down. At least one manufacturer is offering builders a dealership, which can be used to increase your profits.

A new trend is the indoor pool. Says Bob Hoffman: "In 5 to 10 years, the indoor pool will become as integral to the house as the family room."

For all pool building, Hoffman offers this important advice:

- Subcontract it, unless you're going into the swimming pool business.
- Plan your pools at the outset of building. It's 20% to 50% cheaper.

Here's how you can



Kitchen counter becomes snack bar and pass-thru to adjoining family room

This kitchen enjoys an ideal location—equidistant from living room, dining area and family room where it becomes an observation post for all indoor activities. Furthermore, one counter

serves three purposes—preparation center for meals, a snack bar and a convenient pass-thru to the adjoining family room. Trade secret—eliminate the wall between upper and countertop.

"Pass-thru saves steps, acts as room divider"

Here's sales appeal aimed directly at today's busy homemaker. Whether she's the mother of active youngsters, an informal cook who likes to take part in company conversation or an effi-

ciency buff, she'll love its step-saving layout, its wide serving and eating counter and the way the open pass-thru makes her kitchen the center of household activities. Teen-agers, too,

will find it an ideal spot for entertaining the gang; dad can use it as a show window for displaying his culinary talents. It's a feature that may just put over the sale.



Finishes on built-ins make upkeep a cinch and give custom-built look

Hardboard, pre-finished in walnut, covers walls around the built-in oven, undercounter and was used to form flush paneled doors of upper cabinets. White resistant plastic covers countertop and

edging; runs up wall to form backsplash. To give greater feeling of unity between kitchen and family room, ceiling continues, uninterrupted, from one area to the other.

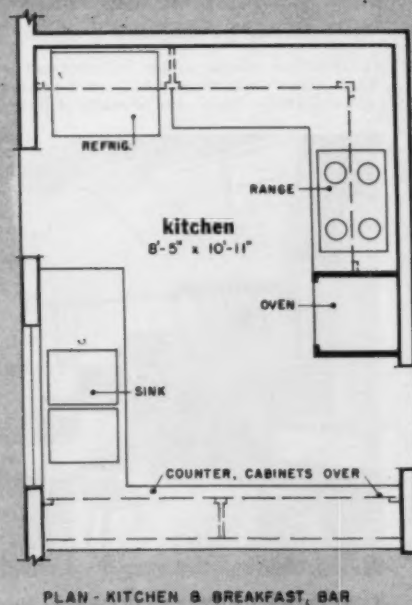
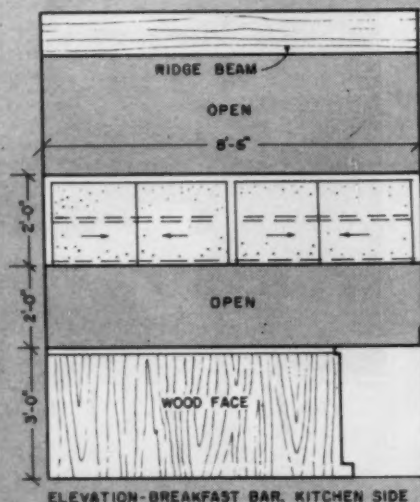
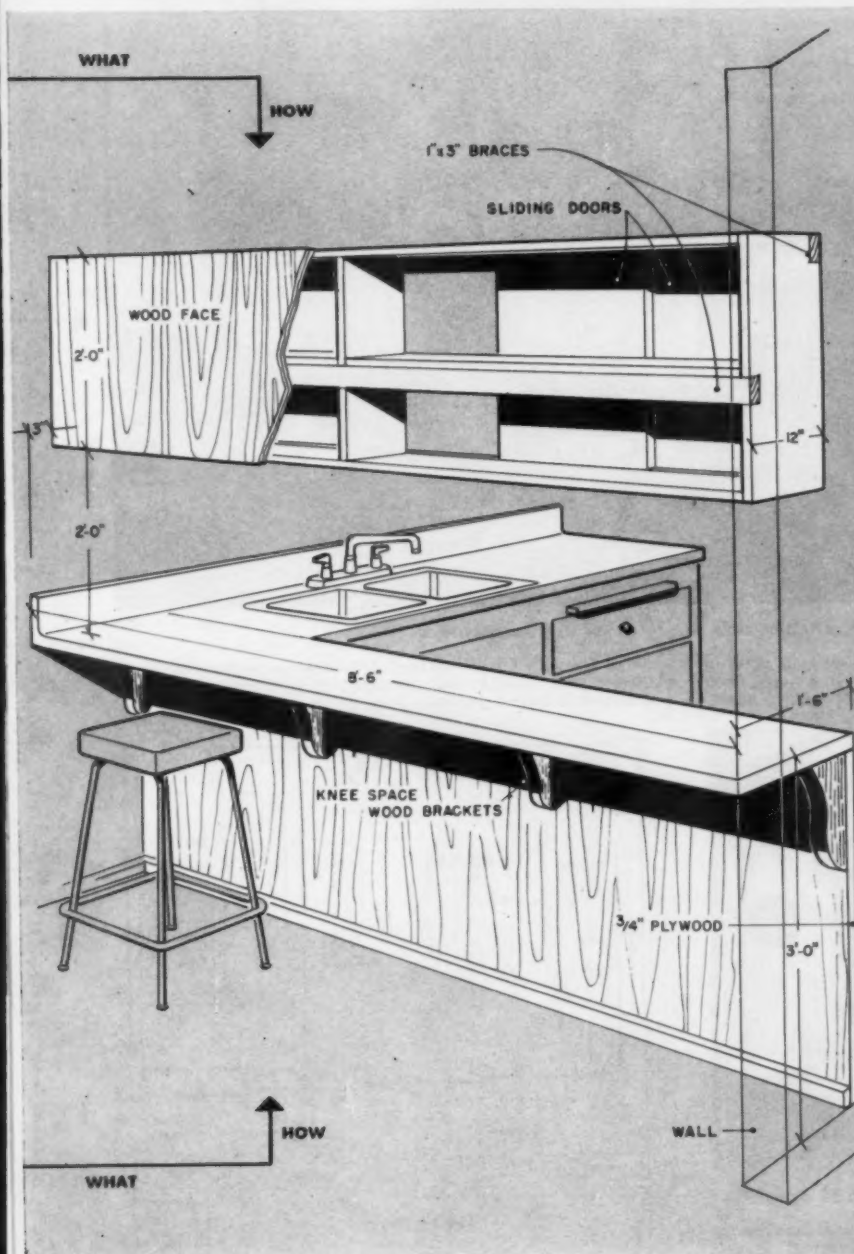
build in your sales talk

Useful and attractive details will speed up any sale. Here are three ideas guaranteed to make prospects stop, look and sign on the dotted line.

The average buyer today looks for more than four walls and a roof. He's after those little niceties, the "extras" that add personality to a house and stamp it as his and his alone.

The dividers, shown on these and the following pages, are cases in point. None cost the builder a great deal of money yet each carried a tremendous

wallop in helping to put over a sale. Take advantage of these built-in salesmen; use them to add distinction to your house and to steal a jump on the competition down the street. The bracketed counter, shown here, was built by the American Housing Guild in one of the recent award winners in AMERICAN BUILDER'S CONTEST.



"Sliding doors separate or combine rooms

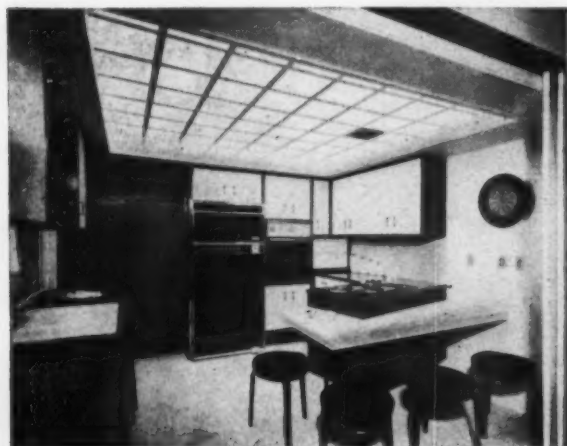


For informal get-togethers, family room, kitchen and bar become one large area

David E. Edmunds, Const. Inc.

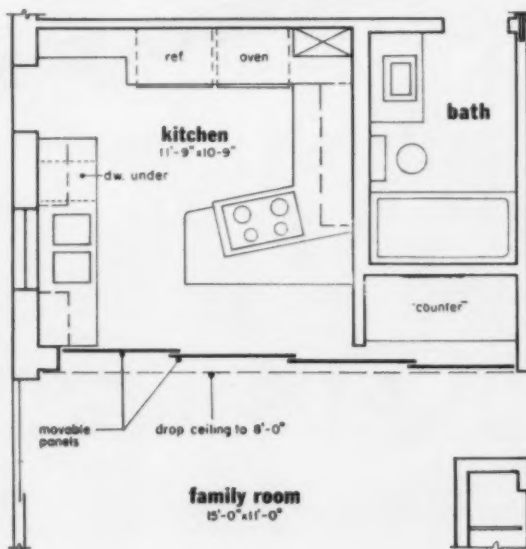
Translucent plastic panels, on overhead tracks, open or close to form one, two or three units, offer privacy or extra space when desired. Doors could also be made of flush wood panels to match

decor of family room or kitchen. Alcove, with counter, backs on bathroom and could be transformed into a refreshment bar by addition of sink and under-counter refrigerator.



Kitchen joins family room when doors slide open

Kitchen, with plastic and mahogany cupboards and counters, is an attractive spot for meal preparation or informal snacks. Dropped ceiling offers shadowless illumination on work centers.



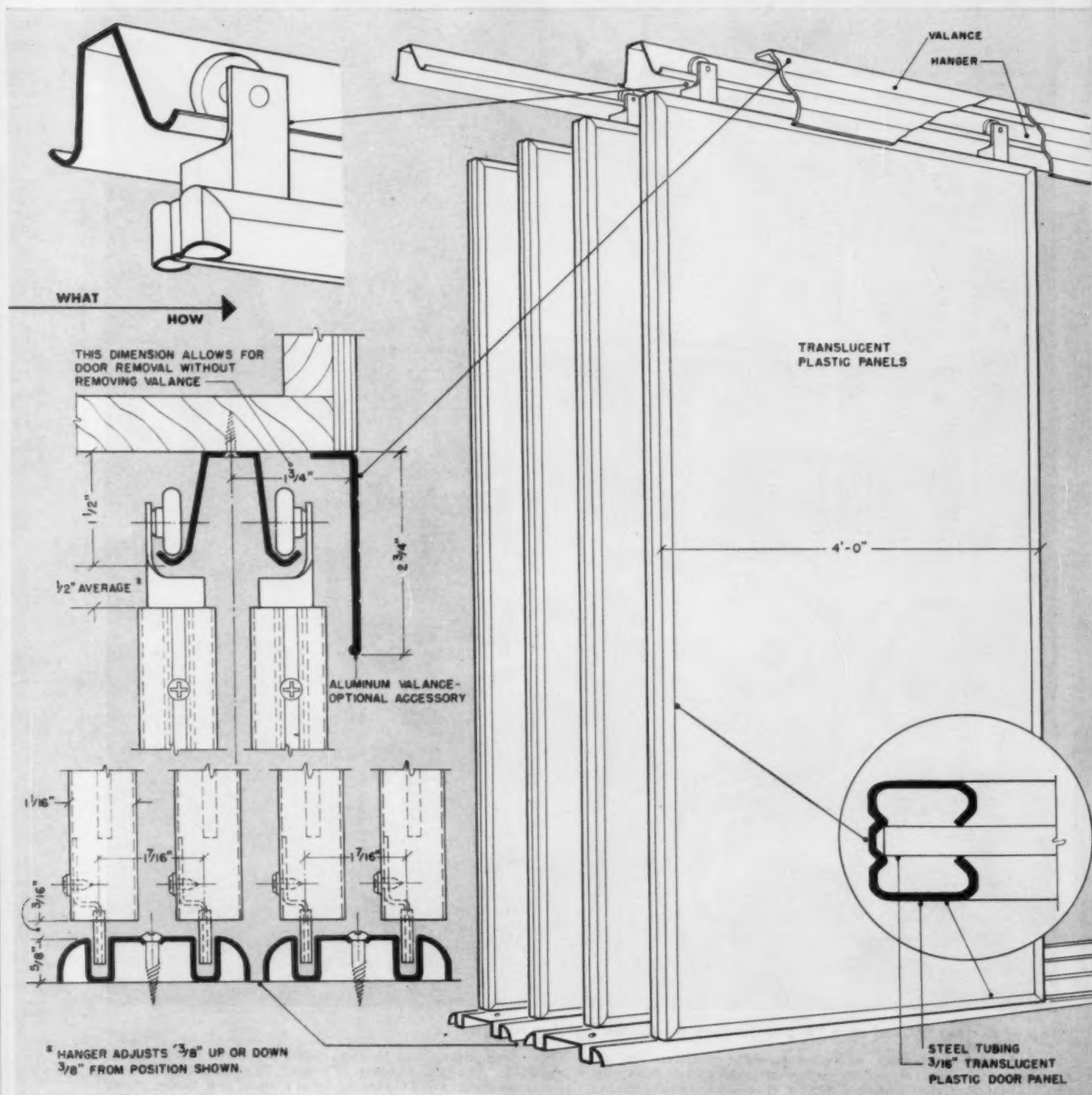
for more flexible use of floor space"

Space, today, can no longer be measured simply in terms of feet and inches. Its usefulness is what counts with home buyers. That's why dual and multi-purpose rooms find such favor in homes with limited floor areas.

To gain this end, sliding doors are finding continued acceptance by enter-

prising builders. When used on outside walls they help join a house and its porches or terraces; as inside partitions, they open one room into another without taking up any floor space. The ones shown here, made of translucent plastic, also offer a decorative note and eliminate the rigid look of standard

solid walls. These doors come in a wide variety of sizes and materials, are easy to install and can be adjusted to any height desired. Packaged units usually come in pairs complete with hardware, but can be used in multiples to span any width from that of an average closet to an entire room.



"A storage divider that makes three

In our frequent trips throughout the country we've found that lack of adequate storage space is still the homeowner's No. 1 gripe. No family seems to have enough room to store the hundreds of odds and ends it collects during a lifetime. Smaller houses, naturally, are the worst offenders but, even

with a limited floor plan, the ingenious builder can come up with ways and means to overcome this lack.

On these pages we show one solution. Here's a storage divider, located as an island between three living areas. It's as good-looking as a well-designed piece of furniture and the natural

wood finish matches the family room walls. There's plenty of behind-door storage space for linens, dishes, silverware and games plus a series of open display areas for prized collections. In addition, it can also be used as a pass-through for serving meals or party snacks, or as a music wall.

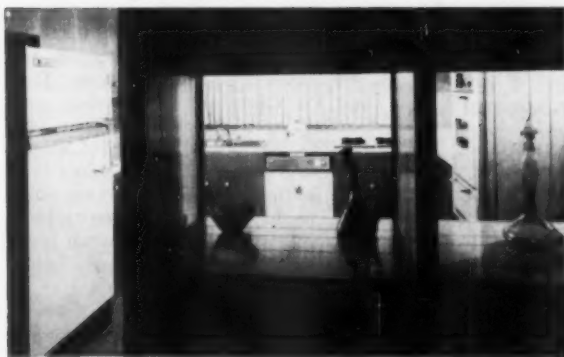


Top of divider is used as a 14' planter and concealed lighting trough

A super-salesman because of its many useful functions, the divider also permits the ceiling to run uninterrupted, from one area to another, thus adding a sense of spaciousness to the house.

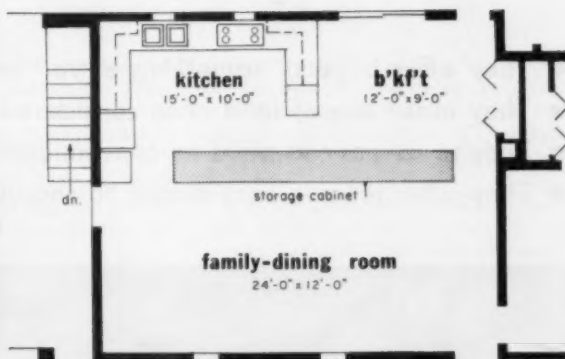
The copper piping and hollow central supports conceal wiring needed for the top lighting, TV and Hi-Fi. Another attraction is turntable for TV viewing from kitchen and family room.

different areas work better"



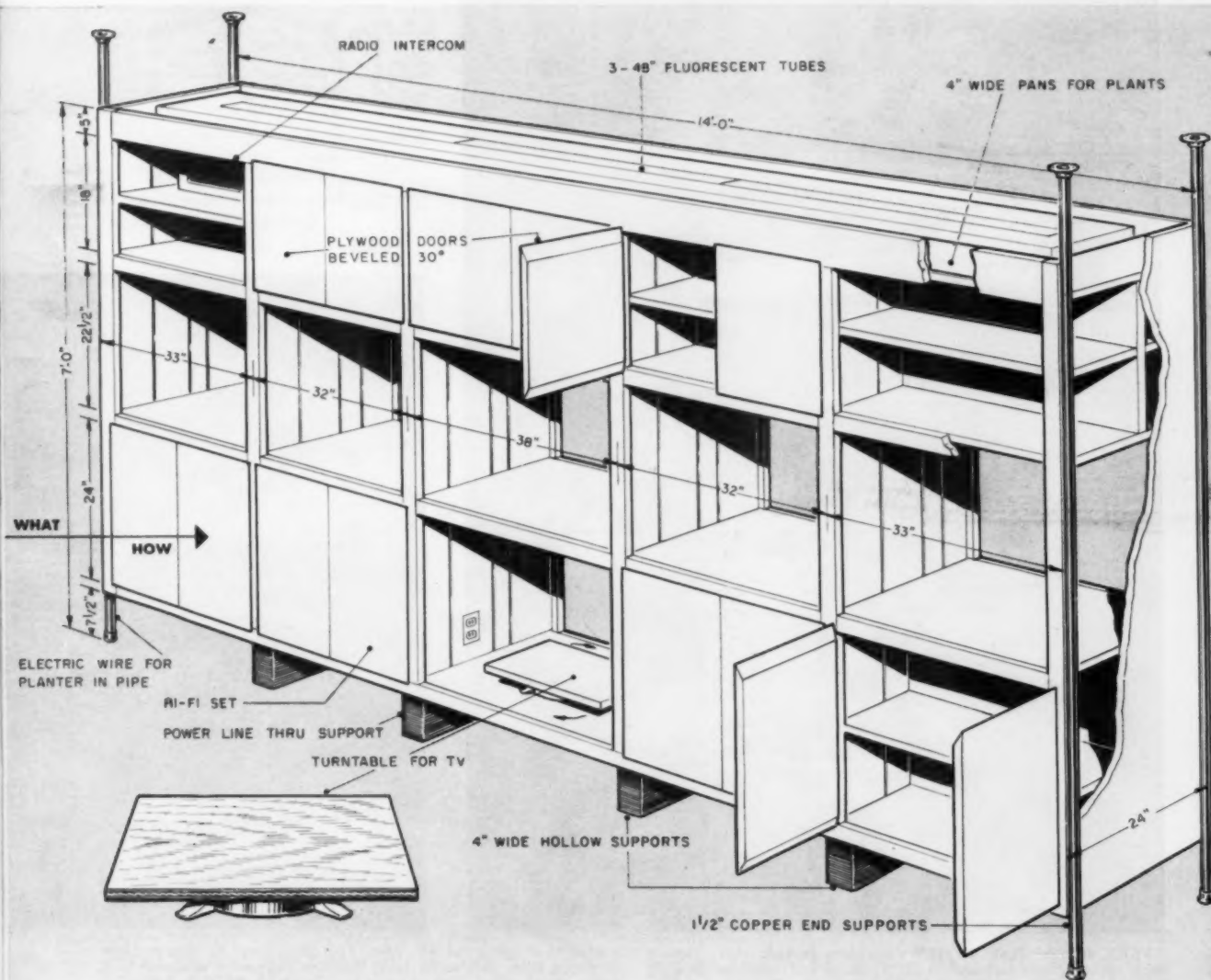
Open spaces help to unite living areas

Unlike solid wall, the divider helps unite kitchen, family room and breakfast alcove and can be used as a pass-through for serving meals. Wall materials in all rooms have the same finish.



Island design allows circulation at both ends

Divider is 14' long, 2' wide with boxlike construction that is economical and easy to build. Variations in design could include sliding trays or drawers in lower part for use on both sides.



Lakeside apartments open

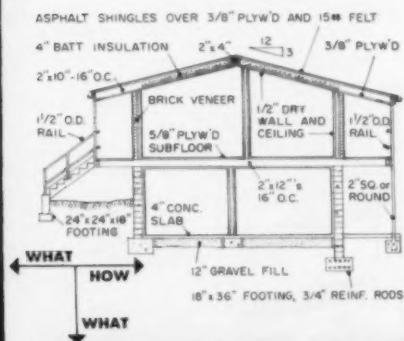
- They offer buyers "something extra" in living
- They make use of land once considered marginal
- They're as easy to build as conventional houses
- They offer tenants easy access to shopping areas



EVERY ROOM HAS A VIEW—Builders provide every tenant with his own rear entrance from roadside and windows looking out into street. Tenant crosses his apartment to reach lakeside

When the recession started two years ago builders John Janis and Vic Gross of Akron, Ohio, were putting up about 150 houses a year ranging in prices from \$15,500 to \$18,800. They decided they'd lose little time finding "sidewise" markets where they could put their homebuilding skills to work and maintain their profit volume. They decided apartment houses would offer the best solution.

They, like other builders in the area, occasionally put up apartment buildings along with motels, gas stations, and the like. Any new apartment de-



terrace that opens out into lake. This gives every apartment view of roadside as well as of lake. Builders purposely designed this feature into apartments to meet the "something extra" demands.

new paths to sidewise profit

velopment, they knew, to insure success, would have to boast "something different."

Fate played a hand in their planning. Part of some land they owned for their homebuilding projects fronted a condemned lake just on the outskirts of Akron.

The land itself was scrubby and contained several old buildings. But, it sold for \$1,000 an acre.

Lake holds answer

Janis and Gross figured their lake-front property held the answer to that "something" extra. All kinds of possibilities revealed themselves. Year-round beach living, indoor-outdoor living seemed ideal for the setting.

They decided to clean out the lake, clean up the fronting land, and go to work building a community of lakeside apartment houses.

The builders undertook the design themselves. They drew up five U- and L-shaped two- and three-story units. Each was designed to open out into the lake. The builders designed into the structures other features they figured tenants would like.

- Every tenant would have his own entrance to his own apartment. There would be no common hall.

- Every tenant would have his own terrace fronting the lake.

- Every tenant—because of the shape of the structure—would have a private beach shared only by the tenants in the same apartment house.

Construction simple

Construction deliberately was designed for simplicity. It varies little from ordinary house construction.

Reinforced concrete footings carry concrete block walls below grade. The floor on the lower level is a 4" concrete slab over 12" of gravel fill.

Plywood panels $\frac{5}{8}$ " thick serve as subfloor over 2x10" timber joists set on 16" centers.

Exposed walls are brick veneer laid against 2x4" studs faced on the inside with drywall.

The roof consists of 2x10" rafters covered by $\frac{5}{8}$ " plywood, 3-ply #15 built-up felt roofing, and asphalt shingles. Batts of 4"-thick insulation are tacked between rafters.

Janis says his construction costs vary

slightly with each building but average out to about \$7,000 for each apartment.

This brings the total cost of construction for each 22- to 36-apartment structure to between \$160,000 and \$250,000.

The buildings are owned and operated by separate trusts. They feature one and two-bedroom units practically all furnished. These rent from \$75 to \$170 a month depending on the location and size.

Builder selling centers around the trend of today's buyer for more than living quarters but "a new way of life."

Sells lakeside living

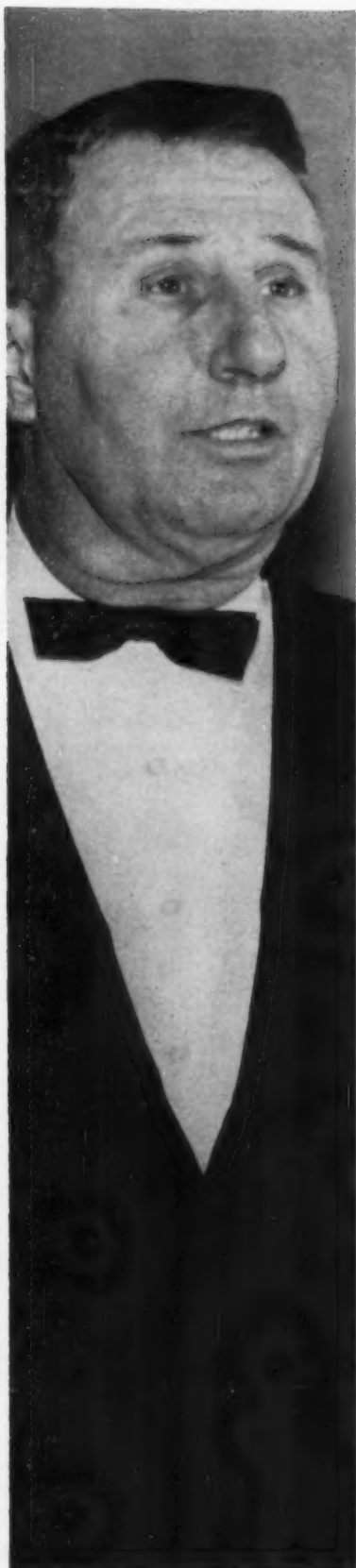
Foremost selling efforts go into the lakeside concept. Tenants quickly are made aware of the swimming, fishing, boating, water skiing, barbecue and, in winter, ice skating features that come with living by the lake. The builders provide no life guard, but they are planning to put in docks for tenants with boats. Not forgotten in selling efforts is the ever present view.

Other features include private parking, air conditioning, private entrances to all apartments, garbage disposals.



EVERY TENANT HAS A BEACH—Shape of building creates a private beach for all tenants living in apartment house. Sand dredged from lake gives beach ocean-like flair. Builders do not

maintain lifeguard for swimmers but they plan soon to build docking facilities for boat-owning tenants. Lake also features fishing and water-side barbecues. Extra feature is ice skating.



Near accidents

Waste prevention through good job practices, says P. W. Logan, safety engineer with Liberty Mutual Insurance Company, is a must for builders. Key to waste prevention, Logan believes, is a job-site plan and job safety controls that prevent waste from costly "near-misses." Job site planning determines in advance the location of material stockpiles for the entire job and establishes efficient time schedules.

Do you know that six disabling accidental injuries on your job will cost you more than your net profit from ten \$15,000 houses?

Yet, that cost is small compared to the expense of the "near-misses." You tend to overlook them; but they're ever-present in the form of costly delays, defects and work interruptions. Combine those "near-miss" costs with the "hidden" costs that accrue from actual accidents and you rob your operation of a whopping chunk of potential profit.

(Logan defines a "near-miss", in terms of delay, accident that might as well have happened.)

You may figure that the premiums you pay to your insurance company solve all your accident problem costs. But the insurance company pays only for the actual losses along with handling charge.

Prevent profit robbery

How can you prevent these near misses from robbing your business of potential profit? Two seemingly simple ways are open to you. They are:

- Design a job-site plan and work from it as carefully as you design and work from a house plan.
- Put into practice accepted job safety controls then make certain that you, your men, and your subcontractors follow them to the letter.

Job site planning determines in advance the location of material stockpiles for your entire job and determines schedules for material deliveries and subcontractor arrivals. The plan removes all mystery from a job. It tells carpenters in advance how far they will have to lug material. It tells in advance that masonry always will be in a certain spot and not dumped in several piles around the site. It tells

subcontractors when to arrive on a job and where they will find their materials. This minimizes feuds with other subcontractors.

The job-site plan should be made into a drawing, copies of which should be mailed to suppliers and subcontractors for confirmation and acknowledgment.

Allow for leeway

Allow for some modification should one of your subcontractors or suppliers come up with a good suggestion. But once you've designed your plan insist that it be adhered to. Remember, it represents your business judgment and method. And all who play a role in your job must refer to it to understand the details of your job control.

The scheduling part of the site plan enables you to record at the beginning of the job in black and white the names of suppliers, subcontractors, phone numbers, materials ordered with date of delivery, starting and finishing dates of different jobs.

These are good controls and need little clarification. But to really benefit from a job-site plan and good scheduling, you need to develop an attitude of mind if you're to fully benefit from prevention of near-miss accidents. That attitude demands that you accept the responsibility to tell those working for and with you that you will demand compliance with plans to get steady quality with waste and accident-free operations. This will permit you to continue attracting steady customers for your homes at a profit.

Remember, it takes all hands to control waste, delays, or damaged materials and equipment. Good scheduling of arrivals and placement of supplies on the site and labor begins with planned thinking today.

◀ **P. W. (JOE) LOGAN** boasts more than 30 years as a top-flight safety engineer in light construction throughout the eastern United States. He now meets with trade, builder, and technical groups advising them on how to increase profit through job safety. This report is the result of a year's field research by Logan.

rob builders of earned profit

Right the first time and right every time means less waste. More and more the universal demands on the parts of customers for a quality home requires you to accept the responsibility to remove the alibis and excuses that usually follow delays in accidental waste.

What subs can expect

Here are some reasons for raising your sights and having your associates—both subcontractors and craftsmen—understand and know what you expect and how it will be done to provide the quality and profit in your jobs.

It pays to deliberately design hazards out of your jobs. A study of the accident injury records (just one form of waste) shows that up to 15% of interruptions come from roughly 5% of the craftsmen who are habitual offenders, and 3% of the craftsmen who really are experts. But over 90% of all craftsmen—the average fellows—cause 85% of all the delays, accidents, and interruptions that slow down the job and bring about poor quality which your customers resist in buying.

Deliberate chance-taking causes fewer accidents than generally is believed. More come through the failure of craftsmen to understand and practice good habits of performance.

Statistics of the various agencies such as the National Safety Council, insurance companies, and labor departments, show that the great majority of accidental injuries occur as the result of "chance taking" or hazardous acts on the parts of craftsmen working for the homebuilders and/or the subs.

Many craftsmen often put too much faith in their own and past ability and past experience. They are like people who say, "it can't happen to me." But it does—you see it in the newspapers every day. A good, alert craftsman always will anticipate the mistakes and take care of them before he starts his performance.

Serious delays result

These are not necessarily accidents that result in injury. They can be near-miss accidents to both employees and property that bring with them costly defects and delays.

Increasing the frequency of these near-misses soon will catch up and the result will be very serious delays or damage to materials, property, and perhaps, a serious injury that will reflect heavily in your overall job cost and rob you of profit.

Effective loss prevention must have your sincere and active support. You need, as well, the support of your friends in this building business—the subcontractors working with you.

Put your plans in writing. Interpret and instruct by use of a site plan when you arrange for a supplier, special trade or sub to do his part of the job. You must do this if you want to prevent slowdowns, delays, waste of time, and material, delivery and spoilage, man power, injury or accident and—most important to you—the loss of net profit.

If he doesn't have it, job safety can be just as important to a builder as his men and materials. **AMERICAN BUILDER** will continue to investigate this subject in future issues.



"Have you ever figured how much it costs just filling out accident reports, getting machines back to work, all the things not paid back by your insurance firm?"



"Six disabling accidents a year can cost you more than the net profit from ten \$15,000 houses. That kind of money makes practising safety worth while."



"Good site planning, material scheduling is as big a part of waste prevention as guarding against accidents. These practices prevent near misses."

LOGAN believes a job-site plan and scheduling chart (left) should be made part of a job contract with subcontractors, much the same as a set of blueprints.

[illegible]

HYDRONIC HEATING

if these 6 money-saving steps are followed!

When you work with a progressive contractor, you can save hundreds of dollars per house, yet offer the quality sales features of hydronic heating. Use this 6-point program as a check list to be sure you get the most modern American-Standard equipment and that the latest installation methods are used.

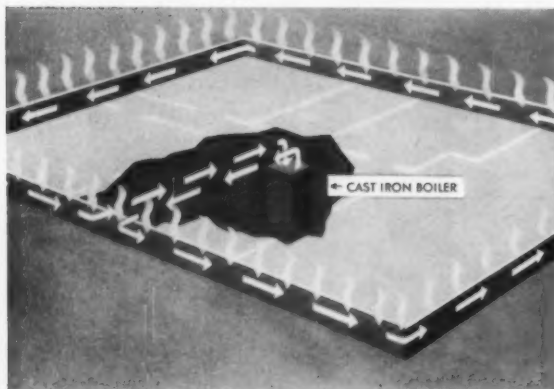


1 An accurate heat loss calculation developed by I-B-R* makes it unnecessary for your contractor to add the wasteful safety margins used in many rule-of-thumb methods.

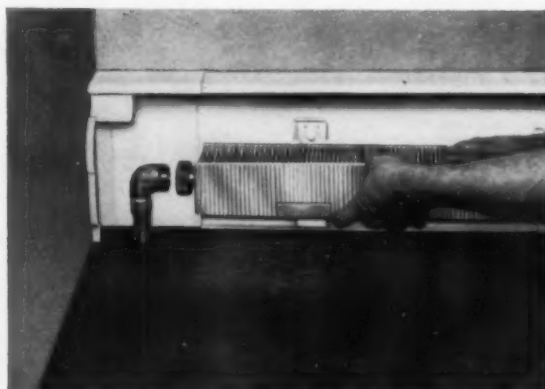
*Institute of Boiler and Radiator Mfrs.



2 Accurate sizing of the boiler to heat loss calculated for the house eliminates need to over-size boiler—a costly practice inherited from hand-fired-coal-boiler days.



4 Accurate sizing of pumps and piping is simple when the I-B-R guide is used. Depending on the size of the house, many builders save as much as \$100 through accurate sizing.



5 Organized labor procedures slash costs. Using the American-Standard "rhythm of installation" two men install packaged G-2 gas boiler and Heat-rim panels for 6-room house in a day. Boiler arrives with accessories, controls, tankless water heater factory-installed.

can be installed in almost any price range



Builder of \$11,000-\$15,000 homes finds hydronic heating system helps him sell

Connecticut builder Henry Murphy says, "People who bought Sherwood Park houses are more than willing to pay small price differential for hot water heating in order to get advantages of better performance and savings over the long run." Murphy is convinced that the system impressed buyers because they associate hydronic heating with more costly houses.

Extra advantages of Hydronic Heating help sell houses

House can be zoned economically with only one boiler.

Built-in water heater delivers abundant hot water—saves cost and space of separate water heater.

Snow-melting system for driveways, sidewalks, porches is a sales-making benefit.

Compact American-Standard boilers can be installed in basement, utility room, garage . . . need little space.

Heating panels replace ordinary baseboards to provide decorating freedom . . . furniture can be placed against walls, wall-to-wall carpeting can be laid, draperies can hang to floor. Panels can be painted to match walls, if desired.

For more information see your local American-Standard representative or write AMERICAN-STANDARD, PLUMBING AND HEATING DIVISION, 40 W. 40 St., New York 18, N. Y.



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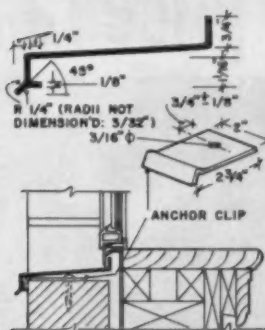


3 Accurate sizing of baseboard based on 215° water, instead of 170°, saves 47 feet of heating panels in a 60,000 Btu/hr. house when you use American-Standard N85-L Heatrim.



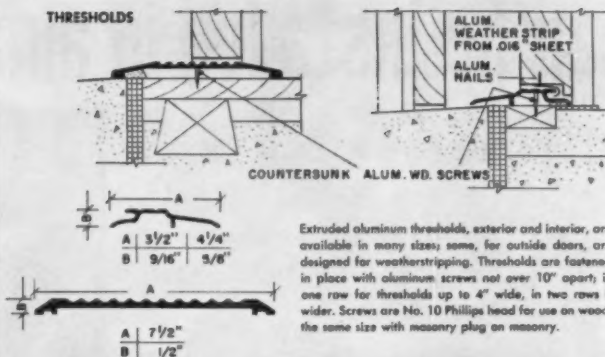
6 I-B-R test-rated equipment insures that these cost-cutting steps work. American-Standard boilers and radiation are I-B-R rated. With this equipment, you offer the comfort and health advantages of hydronic heating without increasing the cost of your house.

WINDOW SILLS

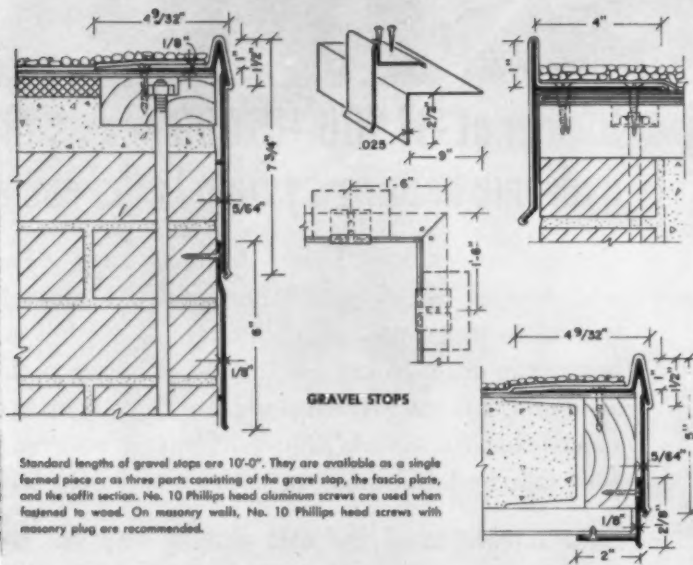


Extruded aluminum window sills are suitable for installation as a unit sill (one extruded piece between jambs) or as a continuous sill (two or more extruded pieces between jambs). Joint covers are of formed sheet .032 thick and 6" wide. Anchor clips are of formed sheet .091 thick and 2" wide. Fasteners are of 2" cadmium plated masonry nails and/or screws.

THRESHOLDS

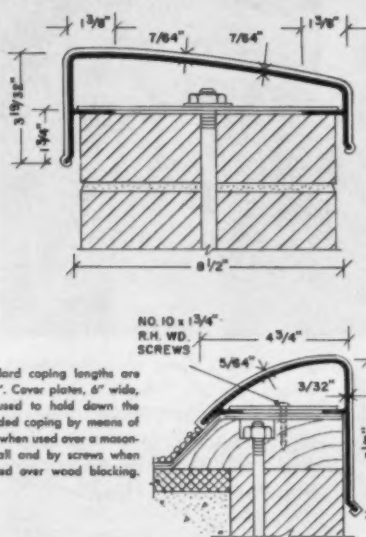


Extruded aluminum thresholds, exterior and interior, are available in many sizes; some, for outside doors, are designed for weatherstripping. Thresholds are fastened in place with aluminum screws not over 10" apart, in one row for thresholds up to 4" wide, in two rows if wider. Screws are No. 10 Phillips head for use on wood, the same size with masonry plug on masonry.



Standard lengths of gravel stops are 10'-0". They are available as a single formed piece or as three parts consisting of the gravel stop, the fascia plate, and the soffit section. No. 10 Phillips head aluminum screws are used when fastened to wood. On masonry walls, No. 10 Phillips head screws with masonry plug are recommended.

COPINGS



Standard coping lengths are 10'-0". Cover plates, 6" wide, are used to hold down the extruded coping by means of bolts when used over a masonry wall and by screws when applied over wood blocking.

Aluminum for a weathertight job

Where and how to use this light, workable building material

Ever since the French in 1833 discovered bauxite, one of aluminum's basic ingredients, this lightweight, easy-to-manage material has had a tremendous impact on the world's living habits and building techniques. Never before had there been a material so malleable and so resistant to weather and changes of temperature. In home building, its natural finish, without need for extra protection, has found hundreds of different uses; the most common are shown on this page.

Its composition allows aluminum to be rolled into flexible sheets, often used as flashing around roof, chimney and dormer intersections or, in rigid, extruded form, as windows, coping or weathertight door saddles.

Sheets are produced by rolling heated ingots through either cold or hot rollers or both. The space between the rollers determines thickness. Cold rolling, usually after the material has been subjected to the hot process, allows for

further reduction in thicknesses and results in a better finish and extra strength. To produce extruded shapes, the material is forced through dies, in a hot, plastic state with the end product assuming the shape of the die. Extruded shapes can emerge from the press in lengths up to 110 feet. They are then heat-treated, straightened and cut into desired lengths. The thresholds and window sills, shown above, are products of this process.

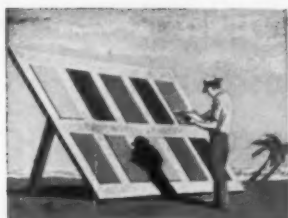
Though aluminum has an attractive, hard surface of its own and is usually left without further finish, painting should not be attempted unless the surface is oxidized in order to give the paint extra bond. Certain primer paints will produce this condition and should be used since aluminum itself takes paint poorly. Some primers can be used as final-finish coats as well; others require another, final coat of regular exterior or interior grade paint or enamel to produce a finish.

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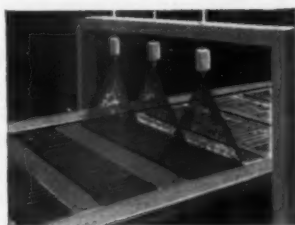
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*An Air Force Base
Capehart housing project
with Gerber Plumbing Fixtures*

Each of the 636 Wurtsmith Air Force Base housing units in Oscoda, Michigan features a complete Gerber bathroom plus powder room—complete with enamelware, vitreous china and brass. Plumbing Contractor: Maintenance Engineers, Inc., Flint, Mich.; Architects: McGaughan & Johnson, Washington, D. C.; General Contractor: J. W. Bateson Co., Dallas, Tex.; Gerber Wholesaler: A & S Supply Co., Flint, Mich.

Why Gerber fixtures for the Mighty Middle are a better buy for military or other large scale housing

More and more builders are selecting Gerber Plumbing Fixtures not only for their luxury jobs, but for their moderately priced, multiple housing jobs too. This type of housing forms a major segment of the Mighty Middle mass market for which Gerber fixtures were specifically designed and produced. Full production for this specialized market *only* (Gerber makes no expensive-to-make specialty items for the small market that wants them), results in savings passed on in two ways: (1) deluxe quality, styling and added features usually found on more expensive lines, and (2) moderate prices.

Gerber offers a complete line of basic fixtures priced low enough for moderately priced homes, yet highly desirable for expensive homes, motels, hotels, schools and similar applications as well. Colors offered are petal pink, wedgewood blue, forest green, driftwood tan, daffodil yellow, and cloud gray, or white.

Write for our catalog showing the complete line of Gerber brass, steel, cast iron, and vitreous china. Catalog shows special design features that make installation quick and easy, too, plus "packaged" bathrooms available for every building price range . . . saves time and money on every job.



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5 Factories: Kokomo, Ind., Woodbridge, N. J., Delphi, Ind., Gadsden, Ala., West Delphi, Ind. • Export Div.: Gerber Int'l. Corp., 500 Green St., Woodbridge, N. J.

BUILDING WITH BRAINS

Expert shows how to box out over kitchen cabinets



Rig roofing to speed application time

To make any profit, you've got to lay valley roofing as quickly as possible, just as soon as the job has started—especially true during cold, bad weather.

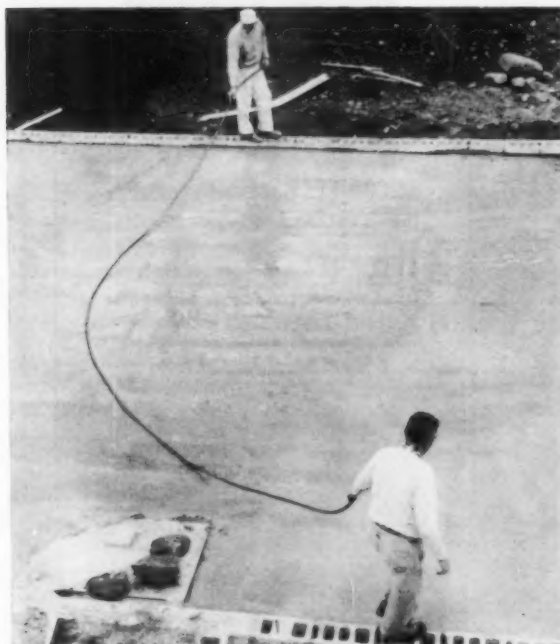
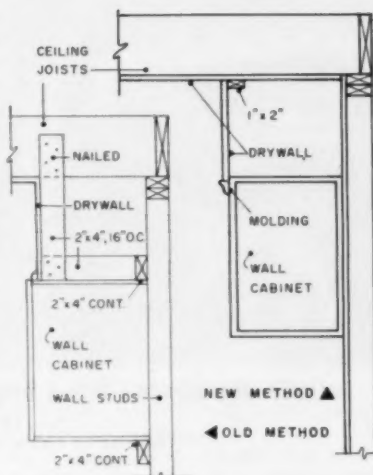
Next time, try "prefabbing" it like A. N. Nelson, Kansas City, Mo., as shown here.

Framing or boxing out over cabinets was one of those little jobs where Builder Vincent R. D'Angelo's carpenters sometimes "got lost." There were so many little pieces to cut and fit . . . so many to misplace . . . so many to label and fit into the puzzle.

The Yonkers, N.Y., firm solved it this way: When you're through hanging the cabinets, simply tack a piece of 1x2" stock along the joist—in line with the face of the cabinets. The wallboard is tacked to the face of the cabinet and trimmed out with a molding.

Where the cabinets make a return and run parallel to the joist, span a 2x4" piece alongside as shown in the drawing on the right.

If the joists are more than several inches away, use several cuts to catch the piece of 1x2" material.



Hose screed speeds concrete project

No matter how hard you try with your first screeding, there's still a few wavy ridges and pock marks left in the fresh concrete surface. Schaefer Bros., Westport, Conn., make the surface ready for troweling immediately by dragging the freshly "rough" screeded cement with a garden hose. The light weight of the hose quickly fills the small holes full of cement, and it irons out the tiny ripples fast.

Insurance costs mounting?

Here's good way to lower them

You can keep insurance costs at a minimum by:

- Adjusting the amount of your insurance regularly so you're fully insured when inventory values are up. Avoid paying unnecessary premiums when they are down. Try to obtain a "reporting" form of policy. The amount here is adjusted at a pro rata cost.
- You gain nothing by over-insurance. The amount of protection you buy should be based on the actual replacement value of the property at the time of the big fire—or any other type casualty.
- Review your coverage from time to time. This will keep you "on top" of it, besides letting you know whether or not you're paying excessive premiums on property that has decreased in value.
- Check your stock against insurance coverage to see if policies can't be adjusted downward.
- Spread coverage properly on actual stock values.

Switch lengthens the life of a standard chain hoist

Lengthen the service of your chain hoists by simply removing the free pulley and replacing it in the free loop, as pictured, says Builder H. Josephs, of Gardenville, Pa.

If the pulley is never reversed, the grooves can wear. What's more, the chain can twist, which often results in the hoist snagging completely.

By reversing the pulley from time to time—depending on how often you use the hoist—the chain pulls against the straight and un-deformed grooves of the pulley.



"We can't afford to wait 'til the pool is filled to prove we've built it accurately—



— that's why we start with a Berger Speed-A-Liner."

... says Eric Mathews

Rudd-Murray System, North Attleboro, Mass.

"We set up our Speed-A-Liner Transit-Level every morning and keep it busy all day long on this tough swimming pool job. From the very beginning this instrument has made it easier to establish grades, set batter boards, and footings. We had to establish the reinforcing steel grade with the transit-level because the inside gutter lip is only two inches thick. We'll use the Berger on every phase of the job—for form panels now and later for the concrete line which we are holding to a tolerance of $\frac{1}{8}$ ". We'll even fix the contrasting paint or water lines with it. After this, we'll put it to work setting grades and angles to accurately locate two other pools we're building in a predetermined relationship to this one."



New Berger Speed-A-Liner #200

is engineered to help the modern builder make every busy moment on the job count. Its advanced design speeds lining up on a target, speeds taking readings, speeds converting from transit to level. 18-power optical system means sharp clear images. It's trouble-free and the easiest-to-use budget transit-level you've ever worked with. Get behind one and see for yourself.

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Price: \$112.50 with tripod, carrying case, plumb bob and instruction manual. FOB factory.

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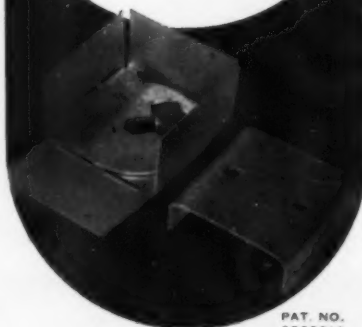
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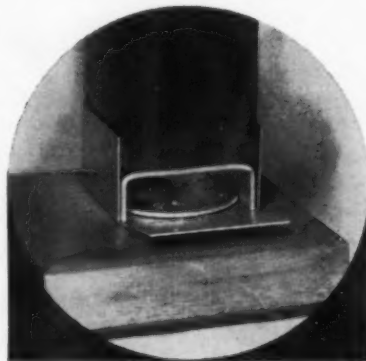
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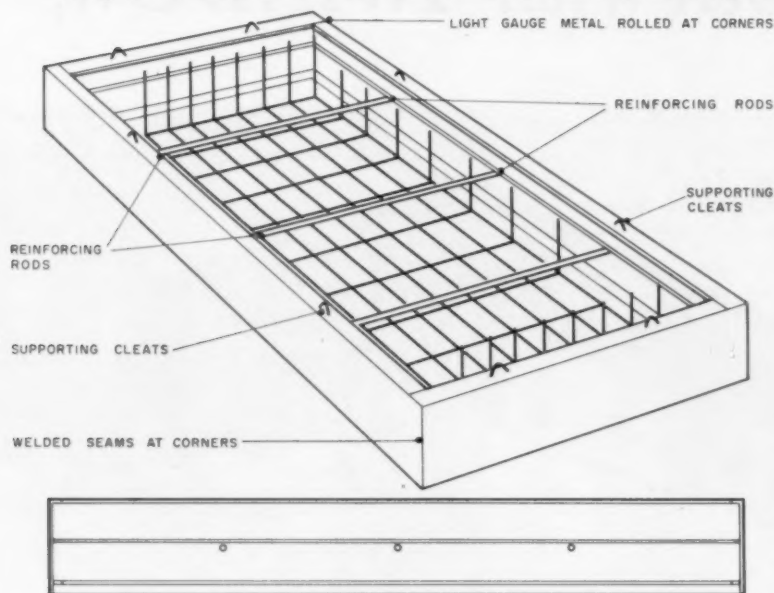


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Improvised 'cofferdam' solves underground vault problem



The influx of water into excavations for 62 underground transformer vaults supplying power to the subdivision had been hampering operations for Arvida Corporation's "Bird Key" Housing Development at Sarasota, Fla. The project is surrounded on all sides by water.

Everytime the workmen started the job, there was a first-class flood. Pumps and about every other water-removing technique was used to keep the water at bay. Nothing seemed to work.

Finally, the builders welded together a light steel box, as shown.

The box, a simple, bottomless rectangle of metal that proved easy to position, served as a "cofferdam," restraining the seeping water so the job could proceed without delay.

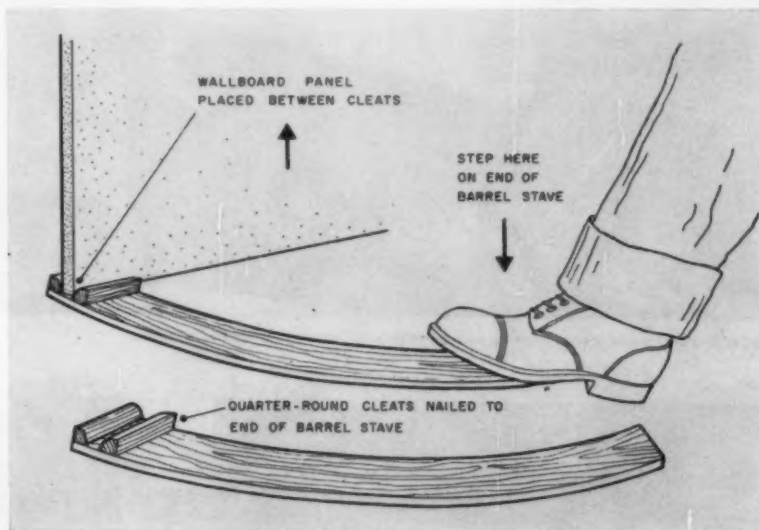
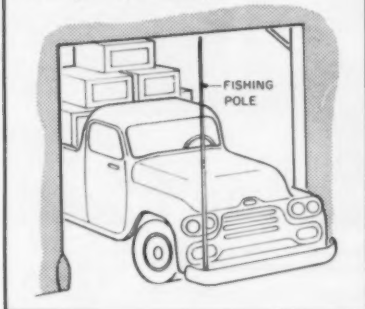
To keep each of the 62 pits dry enough for operations, a small pump was used to flush out the water. However, only a small amount of pumping was necessary to keep the workers dry and finish the job.

Fishing pole warns driver of obstruction

Often material trucks have to go under low bridges and wires and through tunnels. Those loaded with high cargos are likely to become snagged. There's a better way than letting air out of the tires.

Builder H. Muller, Danboro, Pa., solved this problem by attaching a bamboo finishing pole to the front of his trucks. The pole, slightly higher than the load, serves as a warning whisker.

If the driver hears the tip of the pole strike an overhead obstruction, he can come to a fast stop and adjust the load for a safe passage through.



Well-arched barrel stave lifts gypsum wallboard in place

Builder H. Muller of Danboro, Pa., often works alone, which makes for problems—especially when installing big sheets of gypsum wallboard.

He worked out this gimmick: By using a well-arched barrel stave, it's easy to hold the top of the wallboard panel against the ceiling, while tacking

it into position.

To keep the material from slipping, Muller nailed two cleats of quarter-round to one end of the stave, as shown. By simply stepping on the other end of the stave, which should be fairly short, the panel can be quickly lifted into place for nailing.

“Buyers want year 'round comfort
Mine get both with **TWINDOW[®]**,”



TWINDOW in every window cuts heating and cooling costs, gives year 'round comfort.



Sliding Glass Doors with TWINDOW provide maximum insulation and view.



HIGH-FIDELITY[®] Mirrors of twin-ground Pittsburgh Plate Glass on sliding wardrobe doors add a touch of elegance.

without sacrificing the view.

says Ralph G. Woodley, builder, Dayton, Ohio

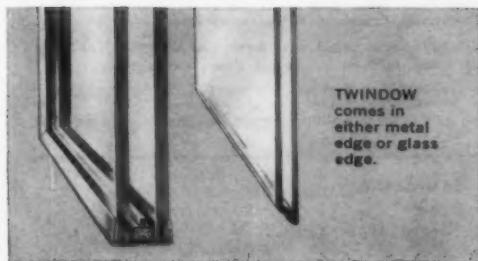


The Woodley Construction Company, Inc., Dayton, Ohio, builds 50 to 100 homes and apartment units a year from \$20,000 up. Here's what Mr. Ralph G. Woodley, President of the company, says: "Home buyers of today want year 'round comfort and panoramic views from their windows and TWINDOW fulfills their desires. Our customers' windows seldom, if ever, frost up during the winter season because of TWINDOW's insulating effectiveness. Satisfied home owners become good salesmen for us with other prospects."



TWINDOW is just as important as wall or roof insulation in a quality house. It completes the insulation job. Buyers save on heating and cooling bills. On storm windows, too. None to buy, to store, to clean, to put up. They can have all this comfort *and* convenience for not much more than single-glazed windows with storm sash.

Your sash and door house or lumberyard can supply you with TWINDOW Glass-Edge or Metal-Edge in your favorite windows or sliding glass doors. Specify TWINDOW. Our free TWINDOW booklet gives you the complete story. It's available from your local PPG Branch or distributor, or write to Pittsburgh Plate Glass Company, Room 1159, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.



... the windowpane with insulation built in

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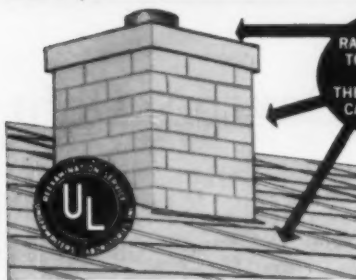


Pittsburgh Plate Glass Company

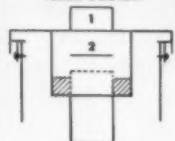
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X4	X21	X39
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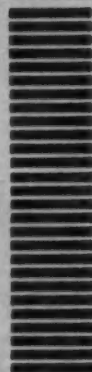
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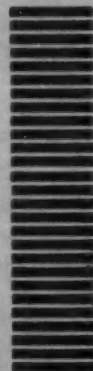
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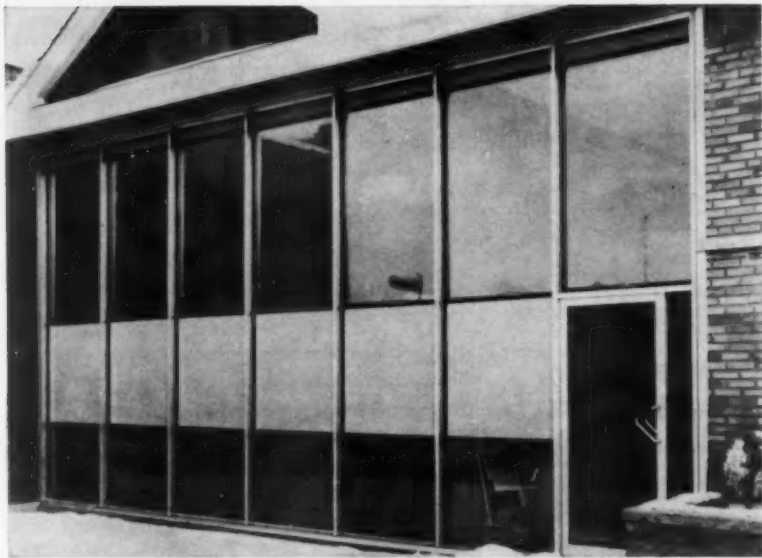
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Guide to New Products



Low-budget system offers interchange of panels

Windows and insulated panels are secured by neoprene strips. Other components are aluminum mullions, sill and head runners, base angles. Runners are site cut; mullions come in specified lengths. System now used for low-budget commercial jobs.



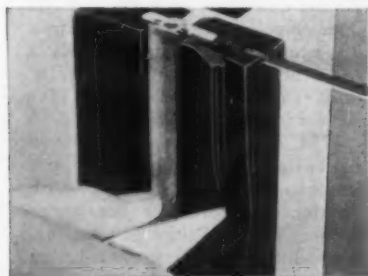
Inside view of panel joints

Strips are part of horizontal and vertical framing; join components to mullions, to each other, to top and bottom plates.

Curtain wall zips into place

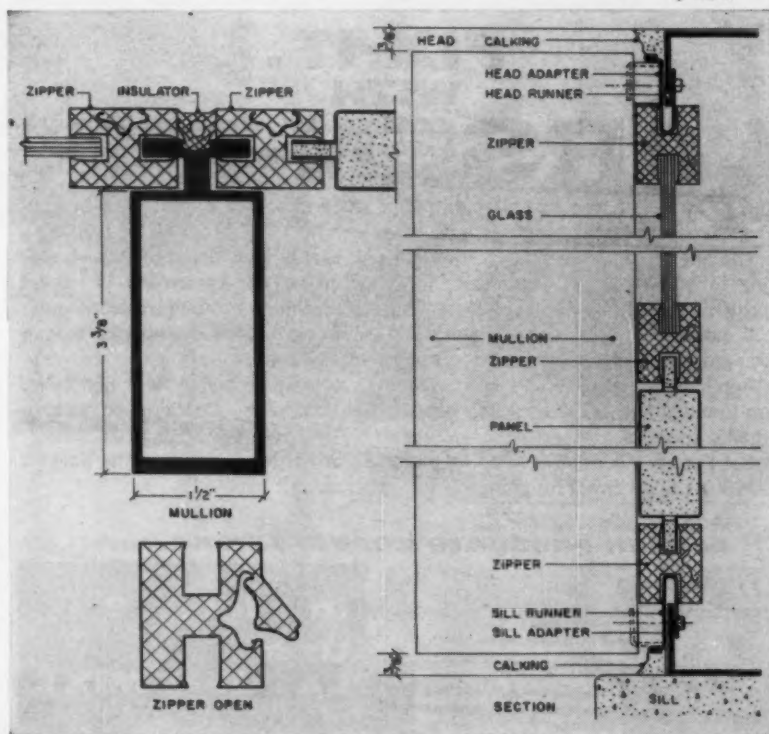
New wall system—called Zipperwall—has been introduced by Kawneer. Manufacturer claims: (1) it cuts 20 to 25% from conventional curtain wall material and labor costs; (2) it is weather-tight; (3) it eliminates condensation; and (4) it gives improved insulation.

Key to the system is an H-shaped neoprene structural weatherstrip. Strip acts like a zipper to hold components in place, and is said to give a tighter seal than other competing systems. (For more information, Circle No. X1, on reply card. P. 127.)



Tool opens, shuts seal

Zipper closes easily to give tight joint. Later, joint can be opened to replace panels or to change appearance of buildings.



↑ WHAT
↓ HOW

NEW PRODUCTS



Below-ground refuse container

New underground garbage container is priced "low enough to have appeal to even the project builder." Main shell is of rib-reinforced heavy gauge steel. Inner container holds 20 gals., is made of heavy galvanized steel. Keeps refuse out of sight until collected.—*The Majestic Co.*

Circle No. X3 on reply card, p. 127

Wall blocks are sculptured

Acoustical wall blocks are made of wood fiber, have sculptured designs. Fifteen standard patterns are available. Blocks are 1" thick, 12" x 12" in size. Ideal for commercial interiors.—*Tectum Corp.*

Circle No. X4 on reply card, p. 127

Clay pipe comes in new lengths

Manufacturer has added new 5' lengths to its line of 4", 6", 10" and 12" vitrified clay pipe. The new length had already been available in 8", and 15" through 24" diameters. Joints for the 5' sections may be Wedge-Lock, slip-joint or bell-and-spigot. Come in standard and extra-strength.—*Logan Clay Products Co.*

Circle No. X5 on reply card, p. 127

Fittings are priced for economy

A new line of fittings for tubs and showers, lavatories and kitchen sinks has been marketed. They're called Republic Trim-line, and are competitively priced for installation where cost is an important factor.—*Briggs Mfg. Co.*

Circle No. X6 on reply card, p. 127

Builder markets new screeder

Vibrating screeder weighs only 50 lbs., is easily transported. Its special type of vibration levels and compacts while pulling the machine ahead of the operator. It also brings fats and fines to the surface, making for earlier, easier finishing. Comes complete except for strike-off members.—*Kelly Construction Co.*

Circle No. X7 on reply card, p. 127

Curing compound mixes fast

Homogenized concrete curing compound has an additive that puts white pigment into suspension faster, keeps it suspended longer. This saves mixing time, avoids pigment waste, helps prevent clogging of spray nozzles.—*W. R. Meadows, Inc.*

Circle No. X8 on reply card, p. 127

Power tool makers score two big breakthroughs



A cordless electric drill

Black & Decker this fall will market an electric drill that operates independently of any power source. The drill is not a heavy-duty unit, and therefore will be of limited use to builders. However, its unveiling indicates what lies ahead, i.e. the company is working on heavier-duty models. Trade scuttlebutt has it that other firms are developing cordless tools.

The B&D unit drills wood or steel. Its replaceable power cell is good for 30,000 1/2" holes in 3/4" fir. The cell is charged by a unit that plugs into an ordinary outlet.

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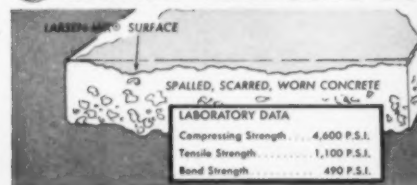
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A power block plane

This new power plane by Porter-Cable is lighter than models previously available (only 4 1/2 lbs), yet does more jobs. The compact unit fits neatly in one hand, takes a 1/64" bite in stock up to 1-13/16" thick (2" dressed stock). It's powered by a 21,000 rpm motor.

With its adjustable fence in place, this tool quickly trims doors, windows, cabinets, drawers. With the fence removed, it becomes a surface plane. With an optional heavy-duty cutter, it works on plastic laminates, plywood-core doors, flakeboard, particle board. And with a wood-fence adapter, the tool makes any depth of rabbet or step cut, plus bevel cuts. (No. X2, p. 127.)



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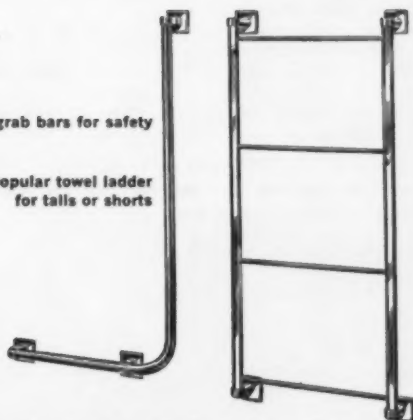
And best of all, there's a Hall-Mack line of bathroom accessories to complement every style and decor... to fit any budget.

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lucite towel
ring with
chrome base



heavy duty grab bars for safety

at right: popular towel ladder
for tall or shorts



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"The Country Squire" illustrates why Brookside Builders, Inc., is one of the leading builders of split level homes in Milwaukee. On-your-lot price: \$22,750.

"We've been putting in concealed telephone wiring for five years...we know it helps sell houses"

say Ken Behling and Milo E. Schandelmeier, Jr. Brookside Builders, Inc., Elm Grove, Wisconsin

"We find that people recognize quality in a home by the custom features the builder puts into it," says Ken Behling. "And one feature that proves itself every time is telephone planning. Our customers recognize it the minute they spot it. We'd never leave it out of a home."

"Telephone planning is as much the builder's responsibility as planning for electricity, ventilation and heating," adds Milo

Schandelmeier. "We've put up about 250 homes here in the Milwaukee area. And for the past five years, all have been pre-planned for telephones. It's a sign of quality that gives our customers confidence in us."

* * *

Your local Bell Telephone Business Office will gladly help telephone-plan your homes. For details on home telephone installations, see Sweet's Light Construction File, 11c/Be. For commercial installations, Sweet's Architectural File, 34a/Be.

BELL TELEPHONE SYSTEM



Milo Schandelmeier (left) and Ken Behling discuss the advantages of concealed telephone wiring with Norman Quam (standing), a communications engineer with Wisconsin Bell Telephone Company. Milo and Ken are now installing convenient telephone outlets in every one of their homes at the Indianwood section of Elm Grove, Wisconsin.

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talking
about

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wonder
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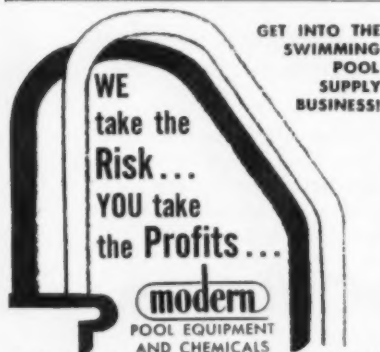
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NEW PRODUCTS



HEATING ELEMENTS are incorporated in the bottom row of panels of this office building. Panels can save 14% of a structure's initial cost.

Wall panels come with heating system built in

Another advance in components: an insulated curtain wall panel that incorporates electrical heating elements.

The new panel was introduced by the Continental Radiant Glass Heating Corp., who says it is suited to both residential and commercial construction.

The panel is a sandwich-type unit that's made to architect's specifications. Its outer skin may be glass, stainless steel, porcelainized steel, bronze, aluminum or other materials. The inner skin, which comes in any color desired, is a special steel alloy that will not scale when heated. The heating element is fused to the reverse side of the inner skin. Insulation can be almost any type desired.

Cost of the Continental Curtain Wall varies from \$5 to \$10 per sq ft depending on materials used. However, it is claimed that they save 14% on the initial cost of a building.

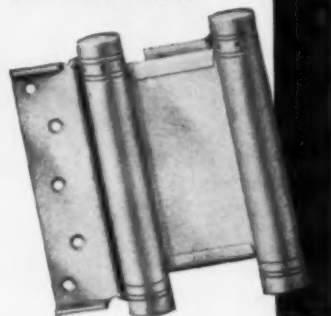
A spokesman for the manufacturer claims these other advantages:

- Low finishing cost. The panels can be used without painting or plastering inside.
- Savings on maintenance—no heating system to care for.
- Space savings—no boiler room, and no need for the booster units found in larger buildings.
- Fast heating. Panels come to temperature in 72 seconds.
- Finally, they emit infra-red rays that are 83% longer than those from other types of heating panels. This means that people in a room can be comfortable at lower temperatures than normal.

For more information, circle No. X9, on reply card, page 127.

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15 IDEAS

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If you expect to build 5 or more houses this year, you'll find it worthwhile to consider these 15 ideas for cutting costs. Study each idea separately. Write-in your estimated saving *per-house* based on: (1) eliminating waste-hours of hand-labor; (2) completing the job faster — on schedule — and avoiding overtime; (3) by getting lower bids from subcontractors.

Then! ... Add-up your total 15-point saving *per-house* ... and compare it with the low per-house cost of owning a Case 430 Utility tractor rig. You'll discover a Case 430 tractor will net you *more profit per job*. Better still, it will give you faster completion, a reputation for reliability, and a *lower selling price*, thus making it easier to *sell more houses per year*.

with 1200-lb loader

IDEA NO. 1 ... Strip and stockpile topsoil for re-use. Cut stripping cost, save buying soil, or get higher price with soil returned.
MY SAVING (per house) \$.....

IDEA NO. 2 ... Backfill immediately when sub-floor is down for better scheduling and faster framing. MY SAVING \$.....

IDEA NO. 3 ... Clear dirt piles, fill mud holes, so trucks can deliver materials promptly to point-of-work, or to doorways... save extra steps and man-hours. MY SAVING \$.....

IDEA NO. 4 ... Load and carry sand, gravel, stone: for drain-tile, under slabs, driveways, septic systems. Save hand and wheelbarrow work. MY SAVING \$.....

IDEA NO. 5 ... Pre-cut all studs and roof-rafters, and place right on pallet-fork attachment. Lift and stop with lumber at carpenters' work-level, to save one-at-a-time handling. MY SAVING \$.....

IDEA NO. 6 ... Carry stacks of lumber, sheeting, siding on pallet-fork attachment, and position so carpenters can grab-and-nail. MY SAVING \$.....

IDEA NO. 7 ... Carry mortar from mixer to scaffold... lift to work height. MY SAVING \$.....

IDEA NO. 8 ... Get lower bids from your mason, roofer, lather, plasterer, dry-wall and other subs, by letting them use your tractor-rig... to lift, carry, and position materials for less handling and ladder-climbing. MY SAVING \$.....

IDEA NO. 9 ... Where heavy dirt-work is not required, do your own grading. MY SAVING \$.....

IDEA NO. 10 ... If you now rough-grade only, offer optional finish grading and preparation for seed or sod. MY SAVING \$.....

IDEA NO. 11 ... Load-out and sell excess fill-dirt to other homeowners. MY SAVING \$.....

with 10' backhoe

IDEA NO. 12 ... Dig footings for slabs, porches, garages; eliminate waiting. MY SAVING \$.....

IDEA NO. 13 ... Get lower sub-contract bids by furnishing all trenching for gas, water, oil and electric lines. MY SAVING \$.....

IDEA NO. 14 ... Do entire septic system on your schedule and save waiting time, reduce costs. MY SAVING \$.....

IDEA NO. 15 ... Dig small-home basements, swimming pools, other excavating jobs. MY SAVING \$.....

MORE IDEAS ... Write-in additional savings you can think of, including extra income from spare-time rental of your tractor, plus off-season loader jobs you can develop. MY SAVING \$.....

Add up your total saving per-house \$.....

Compare your saving with your equipment cost

If you build:

Ownership cost* (per-house)

430 Loader, usual attachments

430 Backhoe-Loader, buckets

5 houses per year	10 houses per year	25 houses per year
\$251	\$126	\$51
\$375	\$188	\$75

*Based on cost of depreciation (5-yr str-line method), interest, taxes, insurance, gasoline (500 hrs), maintenance and repairs (15% of depr), without operator wages. Prices FOB factory, subject to change without notice.

CU-L-267

CASE®

J. I. CASE CO., RACINE, WIS.

See these ideas work on your job — Phone your Case Dealer today and ask him to bring out a 430 Utility Loader or Backhoe-Loader. See a free demonstration of these cost-saving ideas in action! Or for complete information write J. I. Case Co., Racine, Wis., Dept F1401.

PROVIDE YOUR HOMES WITH LIFETIME PROTECTION AGAINST MOISTURE MIGRATION!



Premoulded Membrane TRADEMARK **VAPOR SEAL**

Today's sophisticated home buyer realizes that the problems of excessive moisture must be eliminated. Dampness, condensation, paint and insulation failures, mildew, etc., can be eliminated only with the installation of a *true* vapor seal ... "Premoulded Membrane." Provide that "quality" extra needed for sales ... protect your homes and business reputation ... eliminate "call-back" costs ... with "PM," the original *true* vapor seal.

FEATURES OF "PM"...

- Waterproof ... water-vapor transmission rating of only .0066 grains per hour per square foot.
- Strong ... will not rupture or tear during installation handling, trundling of wheelbarrows or pouring of aggregate.
- Provides a *monolithic* vapor seal without voids or open seams.
- Permanent ... will last the lifetime of the structure.

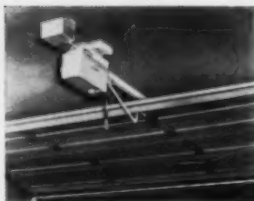


Write for complete information. Request your free copies of Bulletin No. 16 and Catalog No. 1660.

W. R. MEADOWS, INC.

8 KIMBALL ST. • ELGIN, ILLINOIS

NEW PRODUCTS



Inexpensive garage door opener

Manufacturer of this unit says it is priced so that "anyone can afford it." It operates at the touch of a button—the button being on a small radio transmitter in the car. Growing popularity of such devices makes them a good selling point.—*Overhead Door*.

Circle No. X10 on reply card p. 127

Door frame is built to last

Pocket door frame—called *Ajust-Jamb*—is said to be the strongest on the market. Gives "no-call-back, trouble-free service for a lifetime." features a raised track that keeps wheel from clogging in dust. Adjustable split jamb permits use of frame with drywall or plaster, or a combination of both.—*Precision Parts Corp.*

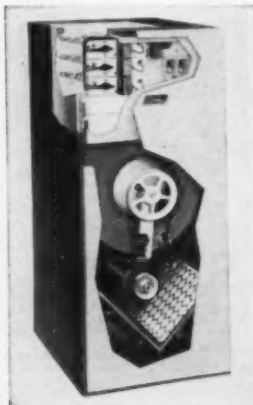
Circle No. X11 on reply card, p. 127



Sink frame installs in 7 minutes

Stainless steel sink frame is designed for fast (7 min) installation. It goes in from the top, eliminating need to work up through cramped cabinets. Only tools required are a hammer and screwdriver—no need for drilling or routing clamp slots.—*Major Industries, Inc.*

Circle No. X12 on reply card, p. 127



Versatile electric furnace

Electric furnace can be installed for upflow, downflow or horizontal air delivery, in conventional or small-pipe duct systems. Can work in combination with a 2-to 5-ton a/c unit, and needs no flue or chimney connections. Sizes and heating capacities range from 15 kw to 25 kw, and from 42,000 to 93,300 btuh. Dimensions: 47½x24x20"—*The Coleman Co., Inc.*

Circle No. X13 on reply card, p. 127



Compactor is easier to handle

Redesigning of the *Rapak* portable earth compactor improves work visibility and handling convenience. The 137-lb machine compacts up to 2,100 sq ft of soil per hour with a 440-ft lb blow striking at 450 to 600 per min. Good on granular soils, very efficient on cohesive soils.—*Racine*.

Circle No. X14 on reply card, p. 127

Commercial-residential furnace

Electric furnace is designed for residential use, but converts easily to a commercial unit heater. Consists of separate blower and heater sections that fasten together quickly. Unit is 18" high, permitting attic installation or suspension from basement or utility room ceiling. Available in three heating sections and two blower sections, delivering from 34,000 to 68,300 btuh.—*Fedders Corp.*

Circle No. X15 on reply card, p. 127

Step-controlled electric heat

Feature of Series 15 electric forced-warm-air furnaces is a five-stage step control. The units are divided into 5-kw (17,000-btu) stages. When units are turned on or off, stages respond to the thermostat one at a time. Thus, comfort level is maintained using just the right amount of current. Come in upflow, downflow, horizontal models.—*Janitrol*.

Circle No. X16 on reply card, p. 127

Disposer features high capacity

Garbage disposal unit has 50% more capacity than previous models for home use—3 qts vs. the usual 2 or less. Its commercial-type grinding elements are driven by a ½-hp reversing motor. The Model 880 Kitchen Commander has a stainless steel sink flange and matching cover. Unit has strong sales appeal for prospects with large families.—*National Disposer*.

Circle No. X17 on reply card, p. 127



Calking gun has cut-off knife

Calking gun is designed for use with Nu-Calk Speed Loads. It has a built-in cut-off knife that quickly cuts the plastic nozzle on the load in such a way as to offer a choice of four nozzle openings.—*Macklanburg-Duncan Co.*

Circle No. X18 on reply card, p. 127

Greatest thing since redwood itself!

PALCOTE

PAINT-PRIMED V.G. REDWOOD

**Builds better,
faster, for
less net cost:**

- Saves builders 40% in on-site painting labor and materials costs.
- Speeds construction time; avoids bad weather delays with primer coat protection.
- Machine-coating applies top quality primer with no lap or brush marks, insures superior finish coat.
- Back-sealed with "Woodlife" water repellent to protect against moisture.
- Packaged in heavy, plasticized paper, with separators, for easy handling and maximum protection in on-site storage.

Write for free sample, technical data.



PROFIT WITH

PALCO

THE PACIFIC LUMBER COMPANY

100 Bush St., San Francisco 4, Calif.

35 E. Wacker Dr., Chicago 1, Ill.

2185 Huntington Dr., San Marino 9, Calif.

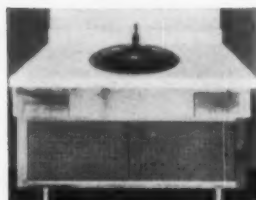


NEW PRODUCTS



Manufacturer unveils new range
Latest addition to the Suburban line has automatic "Chef's Delight" undercounter oven. The electric unit needs no special base, slides into 27" space. Four-burner, top control electric or gas cooktop can go over oven, or elsewhere on the countertop. Units come in 5 colors plus brushed chrome.—*Samuel Stamping & Enameling Co.*

Circle No. X19 on reply card, p. 127



Stylish both vanity

Economy-priced bath vanity features drawer fronts, facings and legs of solid alder. Unit comes preassembled, ready for staining or painting. One-and-a-half inch scribing allowance on each side gives 3 inches for fitting. Available in 6 widths, from 30" to 60".—*Major Line Products Co.*

Circle No. X20 on reply card, p. 127



Portable generator saves fuel

This 82-lb. portable engine generator saves up to 60% in fuel costs, says the manufacturer. It delivers 1,500 watts of intermittent AC power, has a direct acting electro magnet with no moving parts. Powered by a Briggs & Stratton engine.—*Wincharger Corp.*

Circle No. X21 on reply card, p. 127



Angle blade for Michigan equipment

High strength steel angle blades are designed for Michigan Model 180 and 280 tractor dozers. They can be angled 25° to right or left, have maximum tilt of 8°. For finish grading, ditching construction, etc.—*Clark Equipment Co.*

Circle No. X22 on reply card, p. 127



Tile has high acoustical value

Latest addition to Fir-Tex line of acoustical tile has sound absorption range of 50-65%, which is said to equal that of thicker competitive tiles. Fissured and pin-punched design resembles travertine stone and fissured mineral tiles. This fire-resistant material comes in 1/2" thickness, with either butt or firlok joint.—*Kaiser Gypsum Co., Inc.*

Circle No. X23 on reply card, p. 127

Window rides on wool

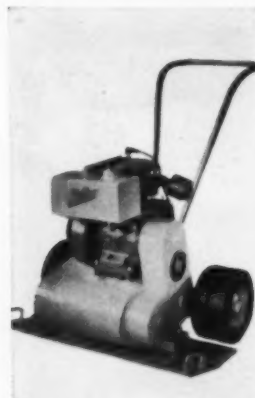
Triple-track storm window has wool weather-stripping in its channels. This is said to give a tighter seal than normally applied stripping. The wool is treated to keep out water and provide lubrication for sash and screen.—*AlSCO, Inc.*

Circle No. X24 on reply card, p. 127

Siding "extends" house

Asbestos-cement siding uses pattern and texture to make homes look lower and wider. Manufacturer used a pattern of rectangles grouped in horizontal lines, instead of the usual simulated wood grains of a-c sidings. Especially useful in remodeling old, narrow houses.—*Keasbey & Mattison.*

Circle No. X25 on reply card, p. 127



Tamps over 10,000 ft. per hour

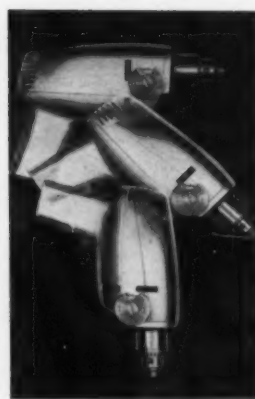
Model 36KT power tamper compacts between 10,000 and 11,000 sq ft of earth backfill per hour. Machine weighs 445 lbs., is gasoline powered, can be fitted with either 30" or 36" wide shoes. Works around foundation walls, culverts, pilings, in trenches, etc.—*Kelley Machine Div.*

Circle No. X26 on reply card, p. 127

Panel shades outdoor living areas

A new corrugated Fiberglas Sunshade Panel is said to combine low heat transmission and exceptional weathering characteristics. It comes in 8', 10' and 12' lengths, in 26" width. Colors are Frost White, Frost Yellow, Frost Grey, Frost Beige, Frost Green. A full line of accessories—redwood filler strips, flexible mastic, aluminum nails, etc.—is available.—*Owens-Corning Fiberglas Corp.*

Circle No. X27 on reply card, p. 127



Drills accurate angle holes

New 3/4", 2.5-amp electric drill has an optional bubble-level device that lets the operator drill angle holes quickly and accurately. Device is calibrated in 15° increments.—*Speedway Mfg. Co.*

Circle No. X28 on reply card, p. 127

Preblended mortar is 15% cheaper

A new cement mortar is said to be 15% cheaper (installed cost) than other types. It's pre-blended in a high-speed machine that assures even dispersal of the materials. Among its advantages are: faster, easier mixing (which accounts for the low cost), far better quality control than normally possible, and simplified material handling. Presently sold in the East.—*Instant Crete Corp.*

Circle No. X29 on reply card, p. 127



4-door pickup truck

Dodge model D200 3/4-ton pickup has a 4-door, 6-seat cab that makes it ideal for transporting men, as well as materials, to the job. This feature is also available on models D100 through D700 (1/2 to 2 1/2-ton).—*Dodge Div. of Chrysler Corp.*

Circle No. X30 on reply card, p. 127



Another prebuilt home

Prefab is delivered in two completely finished sections that are fastened together at the site. House offers more than 1,000 sq ft of living space—3 bedrooms, bath, living room, kitchen-dining area, and "more than ample" closet space. Comes complete with plumbing, wiring, heating system, kitchen equipment.—*Midwest Homes, Inc.*

Circle No. X31 on reply card, p. 127

"We prefer copper to wood for our gutters because copper is now low in cost, lasts longer, and there's no maintenance problem"

Says NICHOLAS E. FIGLIOLA, President
MACY PARK CONSTRUCTION COMPANY
Harrison, N. Y.



New quality homes, such as this one recently completed by the Macy Park Construction Co., are once again a ready market for competitively priced copper gutters and leaders.



REVERE
COPPER AND BRASS INCORPORATED
Founded by Paul Revere in 1801
Executive Offices: 230 Park Ave., New York 17, N. Y.
Mills: Rome, N. Y.; Baltimore, Md.; Chicago and Clinton, Ill.; Detroit, Mich.; Los Angeles, Riverside and Santa Ana, Calif.; New Bedford and Plymouth, Mass.; Brooklyn, N. Y.; Newport, Ark.; Ft. Calhoun, Neb. Sales Offices in Principal Cities.
Distributors Everywhere

"Although the homes we build are in the upper price brackets, we still must watch our costs, for prospective buyers are looking closer than ever at the 'value received.' Copper fits today's market like a glove. Not only is the price down where there are only a few pennies difference between it and wood, in gutter work, but copper has the added advantage of lasting longer and requiring little or no maintenance. These are the reasons we use it for leaders and flashing too.

"We've found copper is readily accepted by the buyer as being the badge of a quality home. As far as its workability is concerned, ask any sheet metal contractor."

Says John Jorno, co-owner of the RYE ROOFING & SHEET METAL COMPANY, Rye, N. Y., "Soldering is easy, joints are dependable with Revere Copper. It gives a fine appearance . . . is a real credit to our workmanship."

For this home, 330' of cold rolled Revere Copper was made into gutters of 18" girth. The 3" x 4" leaders were made from 150' of Revere Copper, while 20 sheets of 36" x 96" soft temper Revere Copper were used for flashing. Sheet copper was supplied by G. A. FELD COMPANY and the leaders by L. BIELER COMPANY.

Builders and sheet metal contractors would do well to heed the advice of Messrs. Figliola and Jorno, by specifying Revere Copper for gutters, leaders and flashing.



Everything good about bedrooms of wood is shown in this illustration from an NLMA LIFE advertisement. Posts, beams, window frames, paneling, and even a shuttered sliding door emphasize wood's beauty and its wide variety of uses. Also shown are some of the basic, hidden benefits of wood construction.

In bedrooms of wood, home-buyers see the promise of peace and quiet

WOOD sells the rooms that sell the house



Winston Elting, A.I.A.

A sliding wall of wood and glass emphasizes wood's compatibility in this modern bedroom. The strip flooring blends with the paneled wall and ceiling to form a comfortable, attractive unit.

When prospects examine the bedrooms you build, they look for the utmost in comfort and beauty. With liberal use of wood you can give them both. Nothing in the world makes bedrooms so attractive, so quiet, so well insulated . . . at prices so acceptable to home-buyers. In richly paneled walls, wood radiates good taste and absorbs unwanted noise. Shutters and doors of wood have a smart way of insuring privacy; louvered closet doors permit air circulation while keeping wardrobes out of sight. And, of course, the comfortable resilience of wood floors makes them ideally suited for bedrooms. Any or all of the uses of wood can help convince your prospects to stop looking elsewhere and start looking into the terms you offer.

Have you seen the large picture at left? You should have, because it appeared in full color in a full-page NLMA advertisement in *LIFE* a short while back. Your prospects were among the millions who noticed it. More than ever, they will be looking for wood in the bedrooms you build. For more information on better homes of wood, write:

NATIONAL LUMBER MANUFACTURERS ASSOCIATION
Wood Information Center, 1319 18th St., N.W., Washington 6, D.C.



Built of **wood**

means built to sell



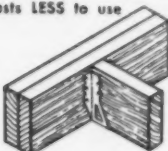
Airy, built-in furniture of wood highlights this spacious bedroom. The beauty of the uncovered wood floor and of the huge, wood-framed glass doors emphasize wood's year-round livability.

TECO-U-GRIP

Joist and Beam Hangers



... the engineered joist hanger that costs LESS to use



Available for 2x4's to 4x14's including double 2x6's to 2x14's

Eliminate ledger stripping, notching and shimming

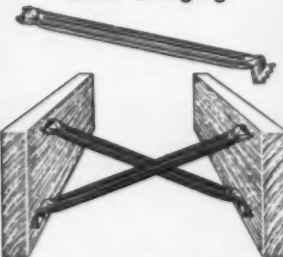
Fast and easy to install

Special nails furnished in each carton of hangers

Half the cost of old style hangers

TECO FAS-LOK

Cross Bridging



... the new MODERN bridging that needs NO nails

Installed in seconds. Only a few hammer blows required

Available for joist spacings of 12", 16" and 24"

The fastest bridging on the market

Meets FHA Minimum Property Standards

Send today for these FREE BOOKLETS on TECO-U-GRIPS and TECO FAS-LOK Bridging



TIMBER ENGINEERING COMPANY 1319 18th St., N.W.

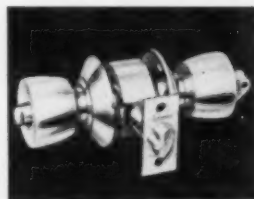
Washington 6, D. C. AB-613

NEW PRODUCTS



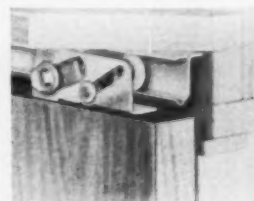
Digging rigs have advanced features
Line of versatile Yumbo crawler and self-propelled hoe-loader-shovel machines sports many advanced-design features. Rubber-tired units need no out-riggers. Model 35, a rough-terrain crawler with unusually low ground pressure, eliminates conventional center pin drive and steering mechanism.—Hydraulic Equipment & Shovel Co.

Circle No. X32 on reply card, p. 127



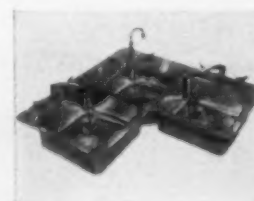
Commercial lock for the home
Commercial-quality lock is competitively priced for the residential market. Modern "Tulare" design matches the manufacturer's Thunderbird series. Comes in key sets only, with flat or beveled front, in 2 3/4", 5", 7" and 10" backsets.—Lockwood Hardware Co.

Circle No. X33 on reply card, p. 127



Simplifies pocket door hanging
Top-mounting pocket door hanger solves three important problems. It: (1) gives easy access to both hangers, for fast vertical plumb; (2) positions and locks in one easy motion; and (3) raises the door 1-1/4" without cutting. Also eliminates need for door drilling. Can be used with 3/4" to 1 3/4" doors weighing up to 75 lbs.—Acme.

Circle No. X34 on reply card, p. 127



Corner sink has three bowls
Latest addition to Elkay line of Cuisine Center sinks is this three-bowl model with two 16x16" bowls, one 12x12" bowl. The sink is made of stainless steel with hand-rubbed satin finish, and has self-rimming construction, brass faucets, round strainers, pop-up waste controls.—Elkay Mfg. Co.

Circle No. X35 on reply card, p. 127



Refrigerator has big capacity

The new thin insulation of this refrigerator gives it almost twice the capacity of older units the same size. It holds 18.8 cu ft yet fits in same space as old 10-cu ft model. It's available in a variety of colors, and can be supplied with wood-grain panels to match birch, ash, oak, mahogany or knotty pine cabinets. It has a 3.8-cu ft freezer, and never needs defrosting. Dimensions are: 67" x 33 3/4" x 26 3/4".—G.E.

Circle No. X36 on reply card, p. 127

Fastener speeds post-and-beam

A post cap has been added to the TECO line of wood fasteners. It's designed for use with 4x4 post-and-beam members, can be used either singly or in pairs, depending on load. Flanges are 1-11/16" x 2 3/4" and 3 3/8" x 2 3/4". Nine-gauge, 1 1/2" nails are furnished with each carton.—Timber Engineering Co.

Circle No. X37 on reply card, p. 127

Pump control tailored to the job

Liquid level indicator and pump control—called Vis-A-Trol—is for use with submersible sewage and sump pumps, vertical sewage and sump pumps, septic tank effluent pumps. Unit is factory wired, made to suit the particular job. Can be installed inside buildings, up to 300' from pumping pit, or on outside of weatherproof enclosures.—Weil Pump Co.

Circle No. X38 on reply card, p. 127

Tiles picked by consumers

Three latest Gold Bond ceiling-tile patterns were selected by consumer survey. They're perforated to deaden sound, come in 12" square size, 1/2" thick, with high reflectance white surface. Pattern names are Polaris, Batik and Frolick.—National Gypsum.

Circle No. X39 on reply card, p. 127



Low-cost bathroom ventilator

This air purifier is small as a table radio and is designed to stand or be mounted in the bath. Since it works electronically, it needs no outside vents or exhaust fans. This makes it ideal for remodelers and apartment builders. Retail price is under \$30.—Puratron Corp.

Circle No. X40 on reply card, p. 127

An illustration of a classic kitchen with dark wood cabinets, a white countertop, and a double sink. A potted plant sits on the counter, and a small shelf with jars is visible in the background.

more and more builders tell us

"YORKTOWNE KITCHENS SELL HOMES"

Classic Kitchens by Yorktowne are "natural-wood" sales winner on any home-sales team. Why? Because they are styled for today's market . . . filled with more work-saving features . . . and crafted like fine furniture.

You'll find Yorktowne Kitchens in several different styles and finishes with more than 150 different cabinet types and sizes including units for wall ovens, burner tops, dishwashers and smart breakfast bars.

Millions of housewives have already seen Yorktowne Kitchen advertising in Good Housekeeping Magazine. And they well know the value of the Good Housekeeping Seal of Approval, which appears on every Yorktowne Kitchen. This seal is an exclusive Yorktowne selling plus that's passed on to you along with a complete promotional package designed to help you sell more homes.

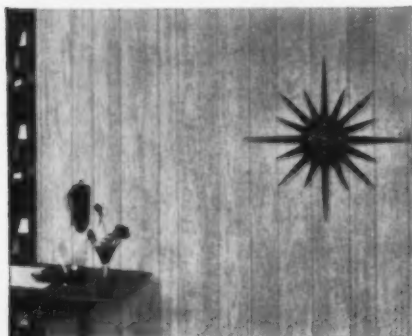
A logo for Yorktowne Kitchens, featuring the brand name in a stylized font above the word "KITCHENS" in a bold, sans-serif font, all enclosed within a dark rectangular border.

**Yorktowne
KITCHENS**

YORKTOWNE Kitchens are produced by the world's largest manufacturer of fine wood kitchens. Immediately available from warehouse stocks near you. For new illustrated literature, prices, specifications and details on our home selling program, write to: Colonial Products Co., Dallastown, Pa.



QUALITY . . . In appearance and wearability, Plywall combines unusual quality and value to provide more appeal, more sell, in your homes. Choice wood-grain finishes—a selection of twelve in all—are Poly-Clad protected to resist mars, scuffs, stains. And Poly-Clad Plywall is guaranteed—in writing! The first wood paneling ever guaranteed against fading. Your assurance of complete home owner satisfaction.



BEAUTY . . . Poly-Clad Plywall wood paneling lends the charm of added richness and beauty to any room, any home . . . provides a persuasive warmth that works for you, creates a "want-to-own" atmosphere that influences husband and wife alike. And its never-fade finishes stay beautiful without bother for the life of the installation—offer truly care-free livability.



ECONOMY . . . Poly-Clad Plywall adds the right flair everywhere—at half the cost of comparable beauty. Prefinished—for permanence! It's simple to install. Saves you time and money. And Poly-Clad protection reduces handling problems on the job.

Matching moldings—cut costs even more! Prefinished and Poly-Clad protected for easy, time-saving application. Available in 10 styles and 12 finishes to match Poly-Clad Plywall paneling. Perfect for any wall finish.

the right flair steps out front in SELLABILITY

... gives you
cost-saving
appeals to
help you sell
more homes!



See the complete line of Plywall prefinished products at your dealer's or write:

PLYWALL PRODUCTS COMPANY, INC.

Fort Wayne, Indiana • Corona, California
A subsidiary of Evans Products Company

CATALOGS

FIREPLACE UNIT called Fire-Hood is featured in colored brochure from Condon-King. Unit boasts "modern functional design," comes in 3 sizes and in wide range of colors. Also shown is a unit that can be made an integral part of a room divider.—Condon-King Co., Inc.

Circle No. X41 on reply card, p. 127

DETAIL DRAWINGS show best methods of waling and bracing Symons concrete forms. Presented on 17x20" sheet that may be hung in construction shack or folded for loose-leaf binding.—Symons Clamp & Mfg. Co.

Circle No. X42 on reply card, p. 127

MASONRY AND CONCRETE tools and equipment are presented in 64-page catalog. Pictures and describes over 1,000 machines and hand tools for contractors and trowel trades. Contains dry-wall texturing equipment, a story pole system and a piston pump plastering machine.—Goldblatt Tool Co.

Circle No. X43 on reply card, p. 127

"GARDEN REDWOOD" is a 16-page booklet featuring decks, pavilions, gazebos that can add outdoor living space at a fraction of cost of adding to the house.—Calif. Redwood Ass'n.

Circle No. X44 on reply card, p. 127

BUILT-UP ROOFING manual emphasizes requirements for trouble-free built-up roofing installations. Fifty-two page book includes specifications that reflect intensive lab and field tests, covers each type of bonded roof. Plenty of charts, details.—Barrett Div., Allied Chemical.

Circle No. X45 on reply card, p. 127

FORK LIFT truck designed for all phases of materials handling is described in 6-page bulletin. Attachments include 1 1/4-yd front end loader with 8,500-lb lifting capacity, fork that lifts 4,000 lbs to 22 1/2', fork entry hook that lifts 2,000 lbs to 29'—Kwik-Mix Co.

Circle No. X46 on reply card, p. 127

TERRAZZO: New 34-page, 2-color booklet presents detailed information on various types and finishes of terrazzo. Contains many scaled and traceable diagrams. Designed to save drafting time.—National Terrazzo and Mosaic Association.

Circle No. X47 on reply card, p. 127

VENT FANS, range hoods, bathroom vents, electric heating equipment, radio/intercoms, commercial exhaust fans, and other units are presented in new 66-page catalog. Booklet fits coat pocket, makes handy on-the-job reference.—Hunter Div., Robbins & Myers.

Circle No. X48 on reply card, p. 127

HARDBOARD PANELING applications and specs are given in full-color folder. Contains complete information on sizes and thicknesses of Evanite line, including four new textures.—Evans Products Co.

Circle No. X49 on reply card, p. 127

HYDRONICS FITTERS GUIDE now available. Gives hydronic contractors simple instructions on determining heat loss, sizing the boiler, selecting radiators. Has complete table of heat loss factors for walls, ceilings, floors, infiltration, plus table of heat loss in btuh based on 70° temp difference.—Crane Co.

Circle No. X50 on reply card, p. 127

TRACTOR AND EQUIPMENT owners can avoid costly delays with the parts exchange assembly program outlined in a new 8-page booklet.—Caterpillar Tractor Co.

Circle No. X51 on reply card, p. 127

POLYSTYRENE is discussed in six-page folder. Shows application details, describes use as perimeter insulation, as backing for aluminum siding, and as plaster base. Technical charts included.—Gilman Bros. Co.

Circle No. X52 on reply card, p. 127

AUTOMATIC NAILER catalog lists fasteners 3/8" to 2" long, shows over 100 guns to drive them. Sixteen page booklet describes uses of staples, "T" nails, finishing nails and pins and tells how builders can boost production up to 500% with nailing machines.—Spotnails, Inc.

Circle No. X53 on reply card, p. 127

DFPA BOOKLET describes underlayment grade fir plywood, gives installation details and specs. This new grade of plywood was developed to prevent puncturing of resilient tile, roll flooring or carpeting by spiked heels and furniture casters.—Douglas Fir Plywood Assn.

Circle No. X54 on reply card, p. 127

POWER TOOL catalog lists over 100 Skill tools for the builder. Sixty-eight page book has over 200 illustrations, plus complete specs. Among tools shown are 3 new worm-drive saws, a new 6 1/2" top handle saw, a 2-speed hacksaw, all-purpose reciprocating saw.—Skill Corp.

Circle No. X55 on reply card, p. 127

SWIMMING POOL brochure is aimed at potential distributors and dealers. Describes Cadillac pools that are made from fiber glass panels site-formed into rectangular, round, free-form etc. pools. Come complete with accessories.—General Pool Corp.

Circle No. X56 on reply card, p. 127

At Slight Cost

"MULTIPLE-FAMILY HOMES" is a booklet of plans for every size of rental-unit house. Tells how to get complete working blueprints. Send one dollar to Home Building Plan Service, 2454 N.E. Sandy Blvd., Portland 12, Ore.

TWELVE-PAGE 4-color magazine shows 20 Airtemp room air conditioners for 1961. Describes decorator panel and weather seal, tells how mounting kit speeds installation. All specs are included, plus a selection chart. Send 10¢ to Advertising Dept., Chrysler Airtemp, 1600 Webster Dayton 4, Ohio.

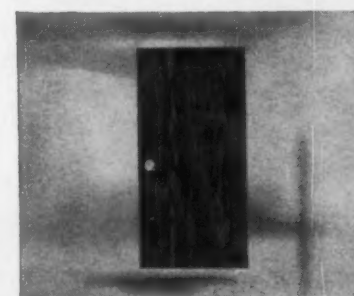
the right
flair
steps out
front in

VERSATILITY

... provides
more ways to
offer quality
and value—
cut costs, too!



BI-FOLD DOORS... Unusually attractive and economical! Plywall flair now gives you exceptional cost-saving quality and beauty in bi-fold doors. Rich Rock Maple finish. No jambs or trim necessary—designed for floor-to-ceiling openings. No finishing or painting—faces are pre-finished and Poly-Clad protected. Back-sealed and edge-banded. Top-quality hardware. Doors are 8', in widths for 4', 5' and 6' openings.



INTERIOR DOORS... Plywall's High-Pressure Laminex doors add a distinctive flair to your homes. Bold wood-grain finishes—in Rock Maple or English Walnut—complement any decor. Poly-Clad protected for easier handling, for lasting beauty. Prefinished, ready to hang. Standard heights and thicknesses, complete range of widths. Can be ordered in finishes to match Poly-Clad paneling.



WAINSCOTING... Now you can offer paneling accents with Plywall's Wainscot Panel Kit—at very little cost. Or include paneled wainscoting for added beauty and quality in your homes. You save on materials and labor. No cutting waste. No finishing necessary. Package includes 3 Poly-Clad Plywall panels, 3/8" x 39" high x 48" wide, 2 cap and 2 base moldings, 6'1" long. Available in all 12 Poly-Clad finishes.

PLYWALL PRODUCTS COMPANY, INC.

Fort Wayne, Indiana • Corona, Calif. • A subsidiary of Evans Products Co.





Get all-job economy and top performance with

New John Deere 2010 Wheel Power



Now reporting for duty on earthmoving and construction jobs of all kinds, new John Deere "2010" Wheel Units provide the advantages of 52-engine-horsepower performance at remarkably low cost. New productive power is combined with high maneuverability and full operator comfort to insure top work capacity on any assignment. Heavy-duty design throughout provides the kind of day-after-day dependability required to hold maintenance costs down, keep projects on schedule.

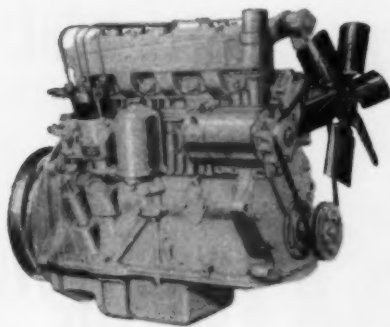
For home builders, earthmoving contractors, municipalities, whether fleet owners or single-unit operators, versatile new "2010" units are a sound investment. These all-new loaders and equipment combinations are the economical answer to jobs from commercial construction and street repair

to handling sand, gravel, or other bulk materials.

On every job, new "2010" units pay dividends in ease of operation. Power steering helps boost productivity on landscaping, loading and material handling work. New single-lever loader control helps shave seconds off work cycles. Two-lever backhoe control, commanding a responsive, reliable hydraulic system, means top production per hour.

Advanced transmission with constant-mesh gears provides eight speeds forward, three reverse to master any power requirement.

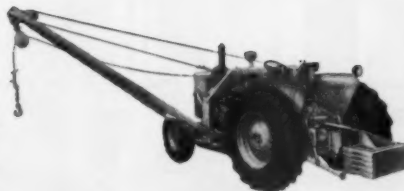
For detailed specifications on new John Deere "2010" Wheelpower, a demonstration on your job, contact your John Deere Dealer through the classified telephone directory. John Deere, 3300 River Drive, Moline, Illinois.



John Deere-built gasoline and Diesel engines feature 4-cylinder, 4-cycle, overhead valve design, high efficiency through a wide throttle range.



A wide choice of power-matched John Deere Landscape Equipment provides start-to-finish efficiency. Disks, rippers, rear blades, a landscape rake, scarifier-scraper combination and landscape seeder provide full versatility. Flail mower also available.



"2010" construction and earthmoving equipment, John Deere designed and built, includes standard and heavy-duty loaders, center-mount and 5-position backhoes, and an all-purpose sideboom unit with hydraulic counterweights for pipelaying work.

JOHN DEERE

LOADERS BULLDOZERS BACKHOES
AND EARTHMOVING EQUIPMENT



CATALOGS

BUYERS GUIDE to home heating and air conditioning is offered as part of manufacturer's national promotion program. Answers the "ten most asked questions" on heating and a/c.—Delco Appliance Div. Circle No. X57 on reply card, p. 127

INSTALLATION DETAILS and unit dimensions of built-in gas ovens and ranges are shown in colored folder. Also describes sinks, kitchen accessories.—Caloric Appliance Corp. Circle No. X58 on reply card, p. 127

ECONOMICAL WIRING devices—including switches, outlets, receptacle covers, wall plates and lampholders—are shown in 8-page catalog. Devices were especially developed for low-cost homes.—Bryant Electric Co. Circle No. X59 on reply card, p. 127

EROSION CONTROL is said to be more effective and less costly with the method outlined in a new color-illustrated brochure. Method uses glass fiber blankets.—Gustin-Bacon Mfg. Co. Circle No. X60 on reply card, p. 127

SIDING: Extensive catalog contains many designs, colors and types of siding. Included are asbestos-cement, insulating type and aluminum.—Flintkote Co. Circle No. X61 on reply card, p. 127

STORAGE WATER HEATERS are discussed in 8-page bulletin. Contains specs on vertical and horizontal heaters of plain steel, copper silicon, copperlined, Pre-Krete lined. Separate section deals with new scalefree gas-fired unit.—Patterson-Kelley Co. Circle No. X62 on reply card, p. 127

TUB ENCLOSURES of many types and sizes are listed in a 4-page color brochure from Grant. Contains full details and specs, gives stocking and ordering data. Also describes full line of enclosure accessories.—Grant Pulley & Hardware Corp. Circle No. X63 on reply card, p. 127

HYDROTHERM BULLETIN covers Duo-Service System for providing heat and domestic hot water with small input boilers. Describes operation, applications of system, and includes boiler and circulator wiring diagrams. Spec table shows capacity ratings and space requirements.—Hydrotherm, Inc. Circle No. X64 on reply card, p. 127

DATA SHEETS: Two technical bulletins describe a new line of easy-to-install wall closet supports. The units come pre-assembled for installation in 2x6 walls, in frame or slab homes. All closet bolt holes are jig-drilled for quick, accurate location of bowl.—Zurn Industries, Inc. Circle No. X65 on reply card, p. 127

SELLING HOMES by featuring summer comfort is the subject of a new 4-page brochure. Tells how to increase sales appeal by combining air conditioning with effective insulation. Technical data included.—Refractal Corp. Circle No. X66 on reply card, p. 127

DRAFTING: Six-page brochure answers the 100 most-asked questions about reproduction and drafting processes and materials. Gives data on miniaturization equipment, drafting film, Diazo materials, etc.—Keuffel & Esser Co. Circle No. X67 on reply card, p. 127

BUILT-IN VENTILATION: well illustrated folder shows applications of new perforated asbestos-cement sheets. Used in soffits, they provide adequate ventilation without need for louvers or screening. Sheets are fireproof, need no maintenance painting.—National Gypsum Co. Circle No. X68 on reply card, p. 127

GARAGE DOORS: Full-color folder shows colors and designs available in wood garage doors. Features new honeycomb-core model that's guaranteed against rotting, splitting or checking of panels. Also describes hardware, tells how doors can be opened and closed by remote control.—Crawford Door Co. Circle No. X69 on reply card, p. 127

SWIMMING POOL catalog and equipment check list has a complete section on pool maintenance and descriptions of over 450 items. Shows best methods of painting, cleaning, brushing, vacuuming, etc.—Paragon. Circle No. X70 on reply card, p. 127

ROOF COATING called Emulsi-Glass is subject of a bulletin that shows application, states advantages. Coating is said to go on easily over badly weathered roofs to give tough, durable finish.—Barley-Earhart. Circle No. X71 on reply card, p. 127

MERCHANDISING BOOKLET is aimed at helping builders sell homes faster. Tells what features make hydronic heating attractive to home buyers, gives sales pointers. Also helps plan hydronic heating systems.—Burnham Corp. Circle No. X72 on reply card, p. 127

ROOF TRUSSES: comprehensive booklet gives complete breakdown of gang-nail truss fabrication. Shows typical shop layouts, lists machines needed, analyzes labor costs.—Gang-Nail Sales Co., Inc. Circle No. X73 on reply card, p. 127

EQUIPMENT spec sheet (UT-142) presents crawler and wheeled tractors, plus attachments engineered for them.—Allis-Chalmers. Circle No. X74 on reply card, p. 127



Now you can sell your customers lasting beauty and value without maintenance problems. And because they're as light in weight (easier to handle) as they are in price, your labor costs keep going down while your profits keep going up. Though on the market only a few months, the demand for new Barclite XR1000 is as unprecedented as the panels themselves. Thanks to an improved Acrylic base resin, they're tougher, stronger, longer-lasting! The beautiful colors stay purer, clearer, more translucent. Barclite XR1000 is pre-sold to thousands of your own customers. They'll see millions of ad impressions in Good

Housekeeping, Better Homes & Gardens' Annual, Family Handyman, Popular Science, Popular Mechanics, Home Modernizing Guide...plus commercial promotions in Factory, Plant Engineering, Roofing, Siding & Insulation, American Motel, etc. One customer tells another — and sells another for you! Use Barclite XR1000 Fiberglass Panels anywhere you want strength plus light plus profit. At your lumber dealer, or write:

Barclite Corp. of America (affiliate of Barclay Mfg. Co., Inc.) Dept. AB6XR Barclay Building, New York 51, N. Y.

**SELL MORE
LUXURY
UNDER
THE SUN
WITH PROVEN
BARCLITE
XR1000
FIBERGLASS
PANELS**





STUCCO

*for patterns
unlimited...*



Modern way to get custom wall effects! Bold and dramatic use of stucco is today's big opportunity for builders. It provides the distinctive, custom touch that makes houses stand out, move fast in the most competitive markets. No other wall material lends itself to so many unusual treatments—through simple variations in standard application methods, using readily available tools. The panel featured above, for example, has an exposed aggregate blown or thrown on the finish coat. Other popular techniques are combing and sculpturing. For houses of every style, white portland cement stucco is the material for modern living.

For the newest in homes...

**LIVING
CONCRETE**

PORTLAND CEMENT ASSOCIATION

*... A national organization to improve and
extend the uses of portland cement and concrete*

Construction rigs will make

Construction equipment today is more versatile and productive than it ever has been. But getting a bigger profit out of it demands careful cost control. Some ideas on how to do this come from Arthur R. Bodine, vice president, Grantwood Contracting Co., of St. Louis. His thinking follows:

Cost control begins before you make a purchase. Take into account your needs, what the particular unit can produce, and whether you can afford it. Remember, buying a piece of equipment ties up capital. For it to be valuable, you must be certain that during the useful life of the equipment it will pay its keep and maintenance. Your best friend in helping you decide this is an equipment distributor. He is in business not only to sell you machines you need, but to help you in any way he can. With his knowledge of equipment and your information on how you plan to use it, he can advise you on whether to buy, and provide you with information on depreciation, fuel, oil, grease and repair costs. He'll also advise you on other costs such as insurance, taxes, interest.

Once you decide to buy—or rent—you will find that operating construction equipment efficiently is a matter of inches. So, your major tool in controlling your costs becomes your records. Controlling equipment use costs today is a far more exacting science than it once was. The better the record you have on every machine the better your chances of profiting from its use.

Exact cost control

We control our costs as exactly as we can. First thing we want to know is how much and what kind of use we might expect from a piece of equipment. We learn this with a record system that involves a two-part job report. Information comes in daily from a job superintendent. Into one part of the report is listed employee time. The other part of the report lists and allocates the equipment.

We number our equipment with a company code. We consider this essential to the accuracy of our record keeping. This number is assigned to a particular unit when we buy it and it remains from then on in to refer to that piece of equipment. This avoids duplication—and misunderstanding as records move from one department or employee to another.

As for the report form—four columns report the status of each piece of equipment on any job for each day. The first column records the time

worked and on what operation. The second records time of equipment repair and who made it.

The third records idle time. This means any time the machine is on the job and not working because it cannot be used. Reasons could be lack of personnel, no work, work delayed, and unnecessary machine down-time for repair. The fourth column records remarks such as what repairs are being made and any other information.

These daily reports give us an opportunity to correct failings that before we might only have suspected.

If we have a unit work two hours, be repaired two hours, and be idle for four hours, we want to know it even though an operator may be paid for the whole day.

Report helps estimates

The report tells us when a machine is going downhill maintenance-wise or is not needed on a job because it is being used inefficiently—if at all.

Keeping these records in good order also gives us good information to use in estimating our earthmoving costs for future jobs. When we size up a project prior to going to work, most of us will know the various pieces of equipment we'll need. This may not necessarily be the most efficient equipment for the job, but it will be what we have—or what economy dictates.

Regardless of the extent to which the equipment is used, it will be necessary to include in the estimate an appropriate cost for all equipment, including the cost for transporting it from job to job. Moving equipment is becoming more expensive as it gets bigger. These costs should be figured into the costs of the actual earthmoving or materials handling. For that matter, all equipment costs should be charged to job costs.

How do we do that? Well, major units such as tractors can be charged for as individual items. Hand tools such as hammers and round point shovels will be expendable and charged directly to the job. However, some items fall into a borderline area.

There are three ways to handle this problem. In building work the general condition items or fixed overhead items could include an amount for the use of the equipment that a particular building job requires, such as a hoist or a tower. It is important to have the particular item-charge allocated against the job whether it is included as a general condition item or charged against the hoisting of concrete, rein-

forcing steel or lumber.

A second approach to the problem is to make a daily charge against the unit of work being done. For example, if a contractor is using a crane to dig footings, a charge would be made against footings for the crane expense. In our firm we have an arbitrary breaking point and what we term major equipment is charged against a specific item of work and minor or small tool expenses are listed separately. For this we allow a fixed percentage over our gross. At the end of the year we take the total expense for small tool items and assess these charges on a dollar volume basis.

The third method of handling these charges, and a fallacious one, is to say, "We will just absorb this expense, since it is a part of the cost of being in business." This a good way to go out of business. In our own company, as mentioned previously, we charge each piece of equipment against each work item.

Where to charge repairs

Should repairs to equipment be charged to a specific job or not?

When we send a piece of equipment to a job, we have already determined what our ordinary equipment cost is by having established this from our records. Therefore, the ordinary charge to the job includes ordinary and usual repairs. However, when a job condition causes a breakdown, that particular repair is charged against the job. For example, a motor crane is sent to a job with a worn engine and during the job the engine breaks down—that would be charged against the company equipment account for that machine. Supposing the engine was in good repair and the operator let it run without oil or water. In that case the repair would be charged to the job. This not only puts the cost where we think it belongs, but it tends to keep job supervisors on their toes.

The superintendent is usually your eyes and ears on the job and when you place equipment on the job it is his responsibility to look after it. Too many times a superintendent takes the attitude that he can't be bothered about such trifles because he has a job to build. In these times that attitude can no longer be tolerated. Too many dollars are tied up in our equipment.

In order to buy equipment today to replace units that have worn out or become obsolete, we need all the depreciation plus some profits in order to make up the increase in purchase cost

money if you watch your costs

from one year to the next. Most all equipment that we use has been rising in cost from 4% to 10% a year since 1946.

If we were making a good profit maybe this wouldn't be too serious, but profits have been getting thinner each year. This indicates to us that we must perform more work with this equipment at a lower cost. We have all had a machine salesman say, "Why, this machine will do 20% more work than your old one." This may be and probably is true, but unless you know what your present machine is costing you do not know whether this 20% increase is really a gain or not. On occasions I have found that the work potential increased 20% but the cost increased 25%.

When should one rent equipment? I say that if you need additional equipment for a short length of time with no additional need foreseen thereafter, then rent. If the capital structure of the business does not lend itself to purchase of equipment at the time of need, then rent it. Renting has some definite advantages and disadvantages. When you rent a piece of equipment you assume no long-range ownership costs, no long-term financial arrangements, and no tax problems. But you do pay your share of these costs to the owner of the equipment during the time you have it on rental.

Rentals reflect new costs

Another advantage in renting, that many contractors prefer, is freedom from maintenance. Today many rental companies maintain their equipment (other than daily servicing) while you are using it. When you rent equipment the rental rates usually reflect the new cost of equipment even though the equipment you may have rented isn't new.

It is my opinion that you are better off owning certain basic equipment, provided you conduct a good cost analysis and maintenance program, except in occasional instances. If we have wisely invested in the proper equipment and the right amount, if we have a good method of determining the cost of our equipment, if we allocate these costs in the proper amount in our estimate and finally, if our supervision uses the equipment at their disposal to the greatest degree possible, then we will have removed a great hazard to our very business existence. Construction equipment used intelligently can contribute greatly to our success; used unwisely, it can hurt us.



Loader-truck team moves earth speedily and efficiently

Crawler tractor fitted with front-end bucket proves a profit-making setup but requires cost-control care just the same as building of a house. Given the control builder earthmoving operations can be more profitable than subcontracting work.



Combination bucket makes four earthmoving machines from one

Fully closed bucket serves as front-end loader. Fully open the bucket operates as a bulldozer blade. Working with the lift arms bucket can be operated as a clam shell for digging and dumping dirt. Working bucket slightly open makes it a scraper.

IDEAS IN ACTION



BUILDING OBSTRUCTIONS to scaffolding are noted in estimates. Photos also help estimator detect rough areas that require extra labor and materials.

BESIDES ESTIMATING, photo technique offers sales promotion aspects; substantiation or refutation of damage claims. Before, after shots are made.

Photography speeds job estimates

Photography is making the job of estimating an easier, more accurate task for the Garden State Brickface Co., Linden, N. J. The firm is a leading applicator of a waterproof masonry process that gives a finished brick appearance to any type structure.

By studying "before" photos turned over to him, an estimator can break his figures into three major categories: scaffolding needed, type and amount of preparation, and cost of installing the brick facing itself. When the estimate is finished, it's turned over to a field engineer who contacts the customer.

The company uses the type of camera that produces a photo 10 seconds after the exposure is made.

Says Theodore Freeland, Garden State sales manager: "Photography makes estimating easier. The accuracy and speed it offers lets us pass on savings to the customer, while increasing job efficiency."



LENGTH, depth of building are measured. Height is figured by building units, i.e., nine rows of brick equals 2', etc. Pictures make it unnecessary to climb ladder.



Clam-type bucket lifts and carries bulky objects no other loader can handle without a ground crew. Exclusive pry-over-shoe breakout force develops nearly six tons of force to pry out trees like this.



Work close to "green" foundations safely. The T-340 exerts less than six pounds pressure per square inch with 12-inch shoes or about half the ground pressure of a wheel tractor. Exclusive skid shoes help you hold the blade to grade.



Change tools at a touch on hydraulic controls. Now it's a bucket with $\frac{3}{4}$ -yard heaped capacity. Ground level rollback holds the heap, brings the bucket in close to the tractor for maximum stability.

"We're saving \$100 per home with our T-340 Four-in-One"

Owning their own crawler tractor loader is paying off for Grant Construction Company, Macon, Ga., at their Lindsey Park subdivision. In its first season of operation their International Drott T-340 Four-in-One will more than pay for itself as compared with subcontracting as in the past.

Says General Superintendent Bob Sheppard: "Our T-340 Four-in-One is full of surprises as each day we find new applications that save time. It's really amazing the way the T-340 completes the job expected of bigger tractors. The Four-in-One gives us the advantages of several different machines in a single unit. We estimate that it is saving us better than \$100 per home..."

Grant's earthmoving jobs include general site development, tree and brush removal, rough grading, excavating for basements and foundations, back-

filling, and fine grading. The firm has a goal of 150 homes per year.

Save by doing it yourself with the cost-cutting, budget-priced International Drott T-340 Four-in-One, either gasoline or Diesel. Compare its power, brawn, and production with any other crawler loader its size. For proof, ask for a demonstration on your job... for illustrated catalog showing T-340 Four-in-One money-saving versatility, write International Harvester Co., P. O. Box 7333, Chicago 80, Illinois.

International Harvester
Co., Chicago 1, Illinois

Drott Manufacturing Corp.,
Milwaukee 15, Wisconsin

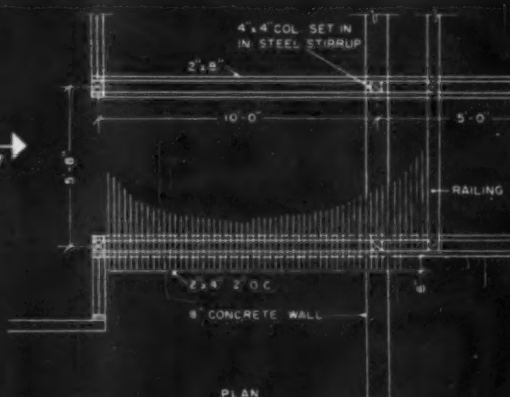
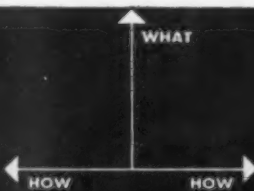
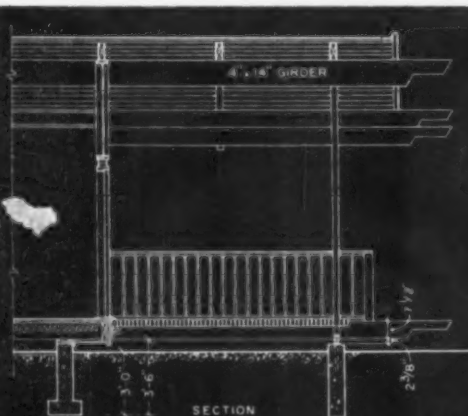


**INTERNATIONAL
DROTT**



ROOF AND FLOOR framing extend out beyond the enclosed area to give this porch a light, delicate quality in keeping with the Far

East design of the house. A concrete supporting wall becomes part of a water garden which surrounds a raised platform for plants.

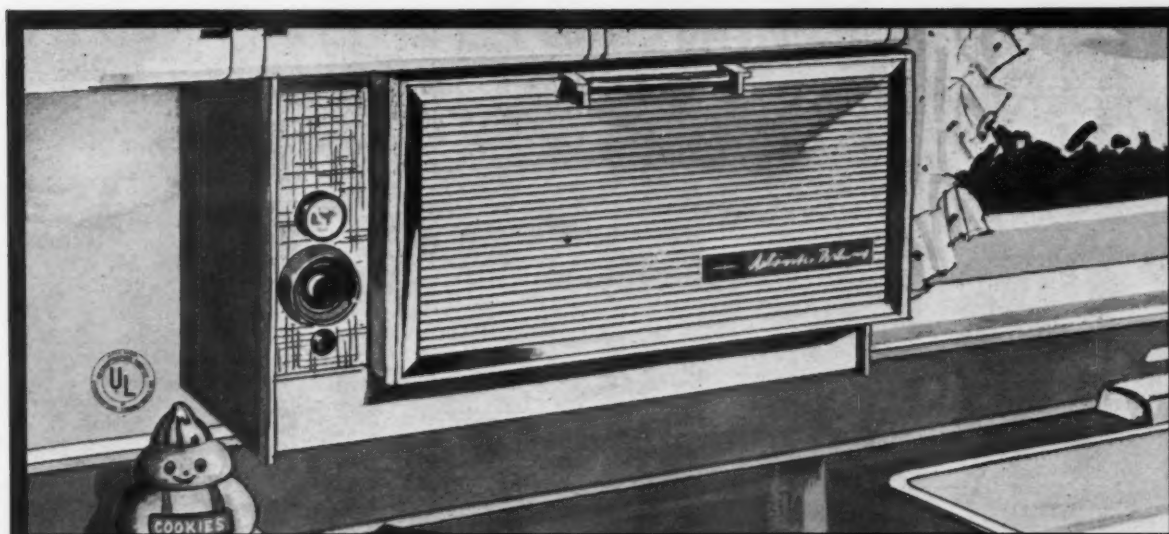


Lightweight wood porch uses stock materials

As part of a house that reaped top honors in AMERICAN BUILDER's recent competition, this porch is outstanding. Its simplicity of structure and design would add distinction to

any home. Framing is of Douglas red fir; uprights are 4x4 posts and the finished floor, set into floor joists, is of 2x4's laid 2" on centers. Square stock balusters enclose the living area. To

contrast with the painted walls of the house, brown stain was used on all porch members. Builder: Thomas J. Dillon Co.; architect: John S. McKenzie, A.I.A., Akron, Ohio.



5 WAYS smart builders cut costs with the new LING-TEMCO dishwasher

(First Dishwasher That Fits Any Kitchen 10 Different Ways!)

YOU SAVE ON PLANS! No costly plan changing to add the L-T. It fits any plan you already have.

YOU SAVE UP TO \$60 AND MORE IN FLOOR SPACE because there's no floor space needed. Ling-Temco eliminates 4 square feet of floor space every other dishwasher requires.

YOU SAVE INSTALLATION COSTS! The exclusive L-T Couplermatic permits pre-installation of plumbing connections. Slide the dishwasher in any time later.

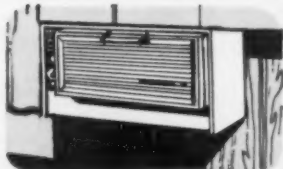
YOU SAVE DRAIN PUMP COSTS! Most locations require no drain pumps.

YOU SAVE BIG MONEY ON THE DISHWASHER ITSELF! It's the most competitively priced dishwasher on the market!

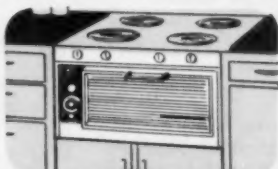
AND—Ling-Temco is packed with dishwashing "firsts" including exclusive "Wave-of-Water" washing action and germ-killing steam bath. They give your kitchens that "something new, something extra" that adds real value to your homes—and turns "No, we'll look some more" into "This is the house I want—where do I sign?"

Before you spend another cent for a dishwasher, get full information about the new Ling-Temco dishwasher. Mail the coupon now.

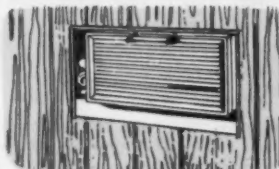
This revolutionary dishwasher gives you unprecedented freedom to plan dozens of exciting new saleable kitchen ideas



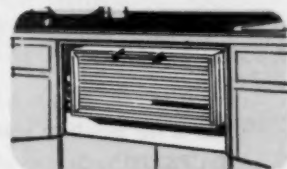
ON THE WALL. Ideal for apartments as well as homes. Mount on wall next to sink, below hanging cabinets. Convenient eye-level loading from front. (Gravity drain.)



BELOW RANGE BURNER TOP where no other dishwasher can fit! Save a big 9" of cabinet space below dishwasher (above toe-space). Usually gravity drain.



RECESSED IN WALL wherever utility room adjoins kitchen. L-T's modern, thinline design makes installation easier at lowest cost ever. No wasted floor or cabinet space. Gravity drain.



UNDER THE COUNTER. Unique design makes this the only standard-type installation that still leaves a big 12" of cabinet space for storage (above toe-space). Usually gravity drain.

OR INSTALL THE NEW LING-TEMCO EASILY... Floating as a room divider or above a peninsula counter. On the counter next to the sink. Below sink bowl. Below or above built-in oven. Above clothes washer or dryer when in kitchen. Below counter in non-standard cabinets.



LING-TEMCO ELECTRONICS, INC.

Temco Industrial Division,
P.O. Box 6191G, Dallas 2, Texas

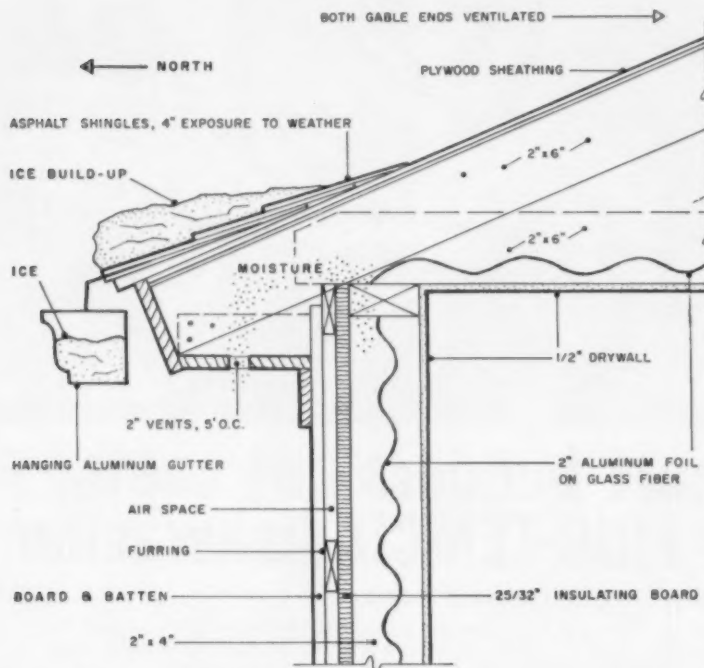
Ling-Temco Electronics, Inc.

Temco Industrial Division, P.O. Box 6191G, Dallas 22, Texas

Show me how your unique, cost-cutting, easy-to-install Ling-Temco dishwasher can help me create excitingly new and different kitchens that will increase the value and saleability of my homes...and save me money, to boot!
Please send me full detailed information.

name _____
company _____
address _____ tel. no. _____
city _____ zone _____ state _____

Ask the Experts



Enlarged vents stop ice build-up

QUESTION: The above sketch is an eave cross section of my house. Moisture is being encountered, plus ice build-up, as shown.

Can you enlighten me as to cause and cure?

George V. Dickenson
Glastonbury, Conn.

ANSWER: The ice build-up can only occur when there is a considerable temperature difference and when moisture-laden air is present.

Under the roofing boards and in between the rafters there is a quantity of warm air coming from the rooms below. The warm air obviously escapes where the foil is not well placed near and around the top plate.

One remedy is to enlarge the 2" soffit vents to 6" slots. This would increase ventilation and equalize temperature between the outside and under the roofing boards.

William J. Hornung

Cure for peeling wallpaper

QUESTION: Several customers report that in the summer moisture collects around their brick chimneys, loosening the wallpaper. The roofs do not leak. Please suggest a solution.

Lloyd Rineheimer
Webster City, Iowa

ANSWER: During the summer, the inside face of the brick chimney is comparatively cold. The cold surface of the chimney and the warm, humid air in the room form condensation, moistening the wallpaper.

Prevention: nail 1x3 furring to

the chimney and cover with drywall. The drywall can then be papered.

William J. Hornung

Book on timber construction

QUESTION: Where can I get information on building with heavy trusses and timbers?

Dan Rogers
Hartsville, S.C.

ANSWER: We recommend the "Timber Design and Construction Handbook." It's published by F. W. Dodge Corp., 119 West 40 Street, New York, N.Y. Price is \$12.75.

The Editors

Trusses need more than 2x4's

QUESTION: One of our customers proposes a 50x200' building with 9' high walls of 10" concrete block. Figuring a 40-lb snow load, would trusses of 4-in-12 pitch, site-fabricated with 2x4 white fir and 3/8" plywood gussets be satisfactory? They are to be 2' o. c. with 3/4" plywood as roofdeck. Three walls, evenly spaced and running the length of the building can be used for bearing.

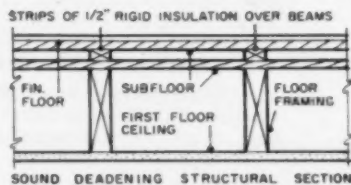
D. H. Suttan
Contractor
Oneonta, N. Y.

ANSWER: Even with the intermediate support you mention, we definitely do not recommend using 2x4's for those long-span trusses. You should at least go to 2x6's.

Also, it would be better to use gussets of 1/2" plywood, instead of the 3/8" you propose. This would give a safer, more rigid truss.

The Editors

Tip on sound deadening



QUESTION: I am building a 2-family house, and would like to know the best method for deadening the sound created by people living on the second floor.

Edward F. Hintz
Wallingford, Conn.

ANSWER: We would suggest constructing the second floor as shown in the above drawing. This would be the cheapest way to guarantee maximum sound losses.

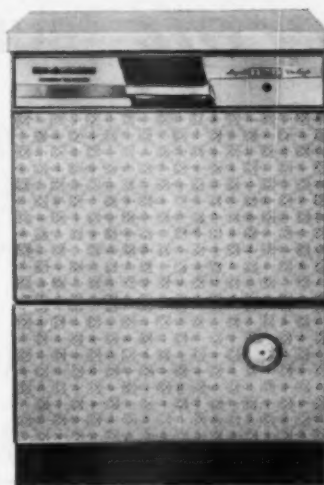
The Editors

Do you have a
construction problem?

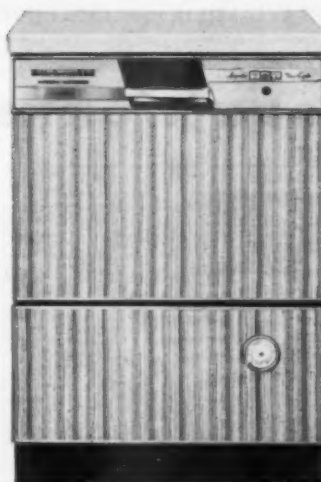
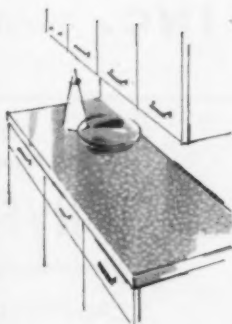
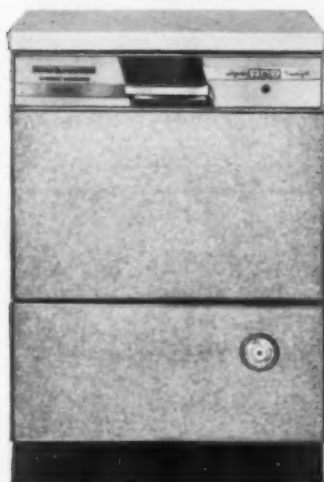
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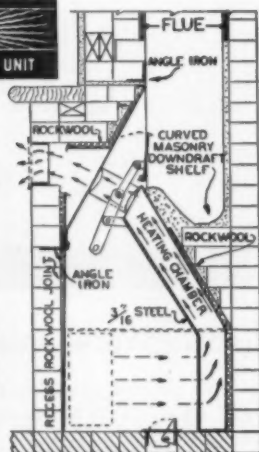
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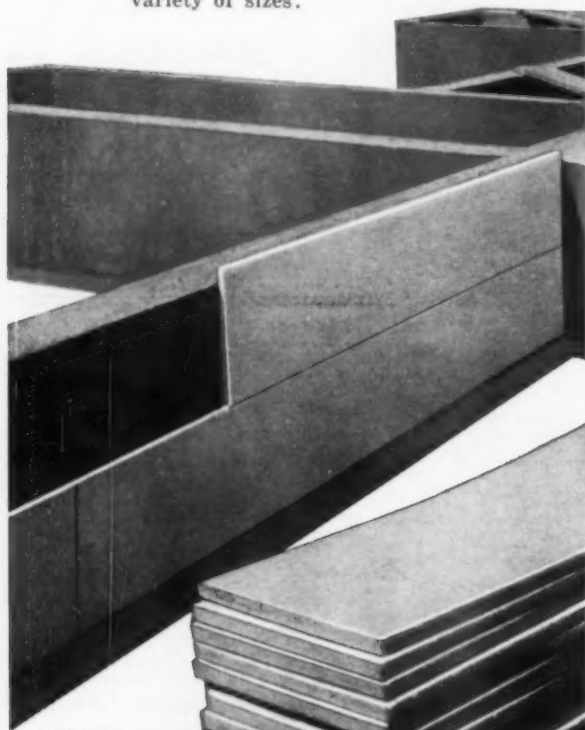
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MONTH AHEAD

How's your second quarter going?

Business should be picking up by now. But if things are still a little rough, do some careful studying of President Kennedy's housing legislation. Here are some key points that are important to you.

- The granting of 25-year mortgages for home improvement.
- A system of grants and loans to encourage improvement and construction of water and sewage facilities.
- Proposed 40-year mortgage for low-cost houses.
- Increased emphasis on housing for the elderly.
- A large increase of Government's role in urban rehabilitation and renewal.

Perhaps one of the most important areas of opportunity lies in the \$20 million home remodeling market.

And speaking of remodeling . . .

Next month AMERICAN BUILDER will deliver the story on this hot market. The comprehensive special report will detail how to get into the market, how to sell and how to operate. It will present the profit picture of commercial remodeling and case histories of builders in this field.

There's more to home improvement than just finishing basements. For instance, estimating a job is a tricky business and requires all your basic craft knowledge. Just as tricky is selling the job. This involves sizing up what people want in the way of home improvement, then being able to fit their wants into their budgets. The danger of overselling and getting stuck is always there.

There are countless opportunities in conversions, complete rehabilitation of old homes, new additions, and commercial work. Our report will investigate these markets.

Want to get away from it all?

Most builders can't take vacations during the summer months, but those that do might heed this tip. Pack up the family and head for an area of vacation home building. This will give you a chance to relax, yet look over this market at first hand. In fact, you might be tempted to buy some land and start building into the second home field.

Want some background on vacation houses? Dig out last May's issue of AMERICAN BUILDER. There you will find the complete story on the second home market including the latest in floor plans and designs. Remember, experts predict that "two homes in every family" may soon replace "two cars in every garage" as the nation's status symbol. It's a fast growing market and you'll do well to investigate.

IN AUGUST: AB takes you to . . .

- The farm market—a special report will show how you can profit in this \$2-billion per year business area.
- The commercial market—a special report will explain how much of this "sidewise" market is for you.

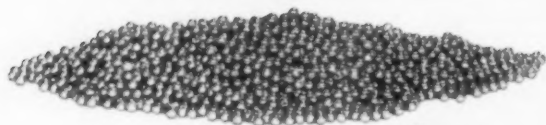
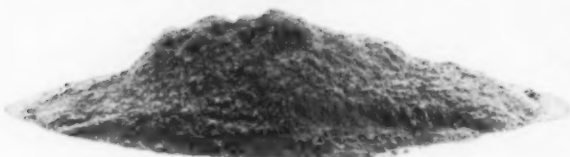
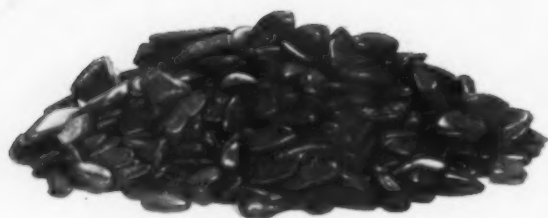


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